BROADCASTING

combined with

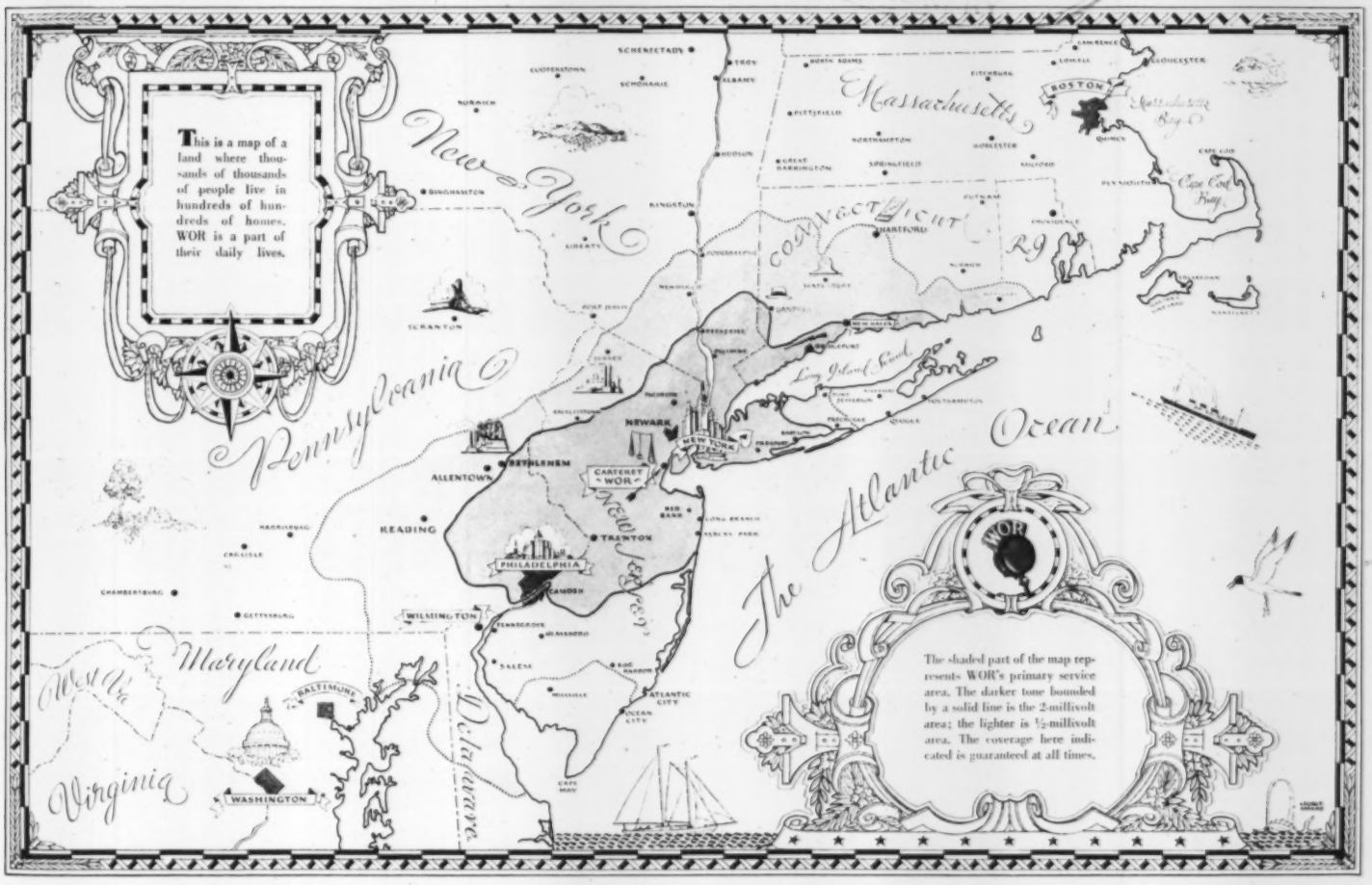
Broadcast Advertising

Published Semi-Monthly • Vol. 9 No. 9

WASHINGTON, D. C.
NOVEMBER 1, 1935

Canada and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy



RIGHT! ON THE MAP WOR's location is right on the map. Right in the heart of America's richest market. 17,800,000 people live there and spend *four and four-fifths billion dollars* every year for food and clothes and housefurnishings. There are 3,800,000 homes with radio sets in them. Any one of them can tune in WOR's 50,000 watt, high-fidelity station at 710 on the dial.* Many a smart advertiser has discovered how right WOR is. And many more smart ones will as time goes on.

WOR

*Most of them do! Witness the night and day mail maps in our recently published coverage story, "It's a Small World!" Yours for the asking.

AMPERITE *Velocity* MICROPHONES

A COMPLETE LINE—FILLING EVERY BROADCASTING NEED!

FOR STUDIOS - MODELS SR80 & SR80-H

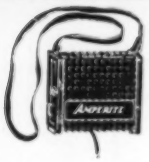
Model SR-80. Easiest way to improve any installation. Perfect fidelity. No background noises. No resonant peaks. Can be placed up to 2000 feet from amplifier without any appreciable loss. Frequency response 30 to 10,000 C.P.S. Output, –54 db. (open line). Hand-hammered ribbon is not affected by even a 40-mile gale. Not affected by temperature, pressure, or humidity. Completely shielded. Elastic coupling absorbs shocks and vibrations.

NEW! High Level Model SR80-H. Unusual brilliancy and definition. Eliminates input transformer with its losses and inductive hum. Requires 15 db. less overall amplification than low impedance type. Excellent for both studio and remote. This microphone is high enough in impedance (2000 ohms) to operate directly into grid—but not high enough to introduce serious losses in lines up to 50'. Longer lines can be used with low capacity R.F. Cable.

FOR ANNOUNCING AND REMOTE

Model RB-M New Super-flux Nickel Aluminum Magnets are used . . . magnets more powerful than even 36% Cobalt . . . Since this microphone has no peaks, it gives perfectly lifelike reproduction (not mechanical) and does not tire the listener. Eliminates acoustic feedback in P.A. Work. NEW! High Level Model RB-H. Eliminates separate pre-amp. (Output impedance, 2000 ohms.)

FOR "SPOT" BROADCASTING 7-POINT, Jr.



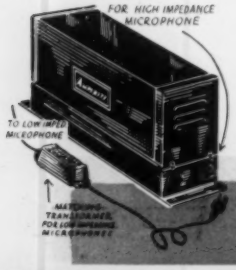
THE LITTLE VELOCITY WITH UNIFORM OUTPUT

Output uniform with speaker's head at any angle Output level practically equal to large velocity. Frequency response 60-7500 cycles Reproduction lifelike Eliminates audience noises Transformer included within microphone case. Rugged construction New chrome aluminum magnets used Weighs only 8 ounces Size 2¼ x 1¼ x 1⅞ High Level Model available (Model 7J-H)

A. C. PRE-AMPLIFIER and LINE AMPLIFIER

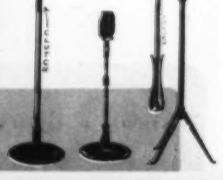
TRANSFORMER COUPLED THOROUGHLY SHIELDED & GUARANTEED HUMLESS

Also included in FREE TRIAL offer. Frequency range, 30-14,000 cycles (1 db.). Hum level, –100 db.



STANDS

The very latest in construction and appearance Rugged Smooth operating Complete line of floor stands. Desk and banquet stands. Portable stand which unfolds to extra sturdy floor stand. Chrome or gunmetal finish. Write for Bulletin S.



FREE TRIAL

Broadcasters are invited to conduct a TWO WEEKS' FREE TRIAL of our microphones. No deposit. No obligation whatever. All we ask is that you make the test exhaustive. Then decide whether you want to keep the microphone or return it. Even if you are not in the market, feel free to make the test for future reference. Behind this FREE TRIAL offer is the conviction that Amperite offers the finest microphones available today, regardless of price. High fidelity reproduction of speech and music. . . . Perfect Definition of instruments in ensemble work. . . . Dependability . . Ruggedness . . . All these qualities are guaranteed!

NEW!
Illustrated Catalogue Sheets.
Write for them now.

VELOCITY **AMPERITE** MICROPHONES

AMPERITE Company 561 BROADWAY NEW YORK

Cable Address: Alkem, New York

A well executed "AIR" attack will bring results!

SPECTACULAR gains by forward passes and laterals are seldom accidental. They are born of studied strategy, long practice and — teamwork.

Teamwork! Every man carrying out his assignment. An attack at all points at once. It's the team, not the individual, that scores.

When you use radio to sell New England, you need teamwork, too.

New England is not one market, but many. It takes more than one station or a small group of stations to reach adequately the separate, large centers of population in this rich territory.

The Yankee Network gives you what you can obtain in no other way—an attack at all points at once . . . access to the whole market . . . listeners in every important trading area . . . New England-wide sales.

A Yankee Network 12-station air attack is the most aggressive selling you can do in New England—the most intensive cultivation of a worthwhile market to create immediate sales on a volume scale.

THE YANKEE NETWORK, INC.

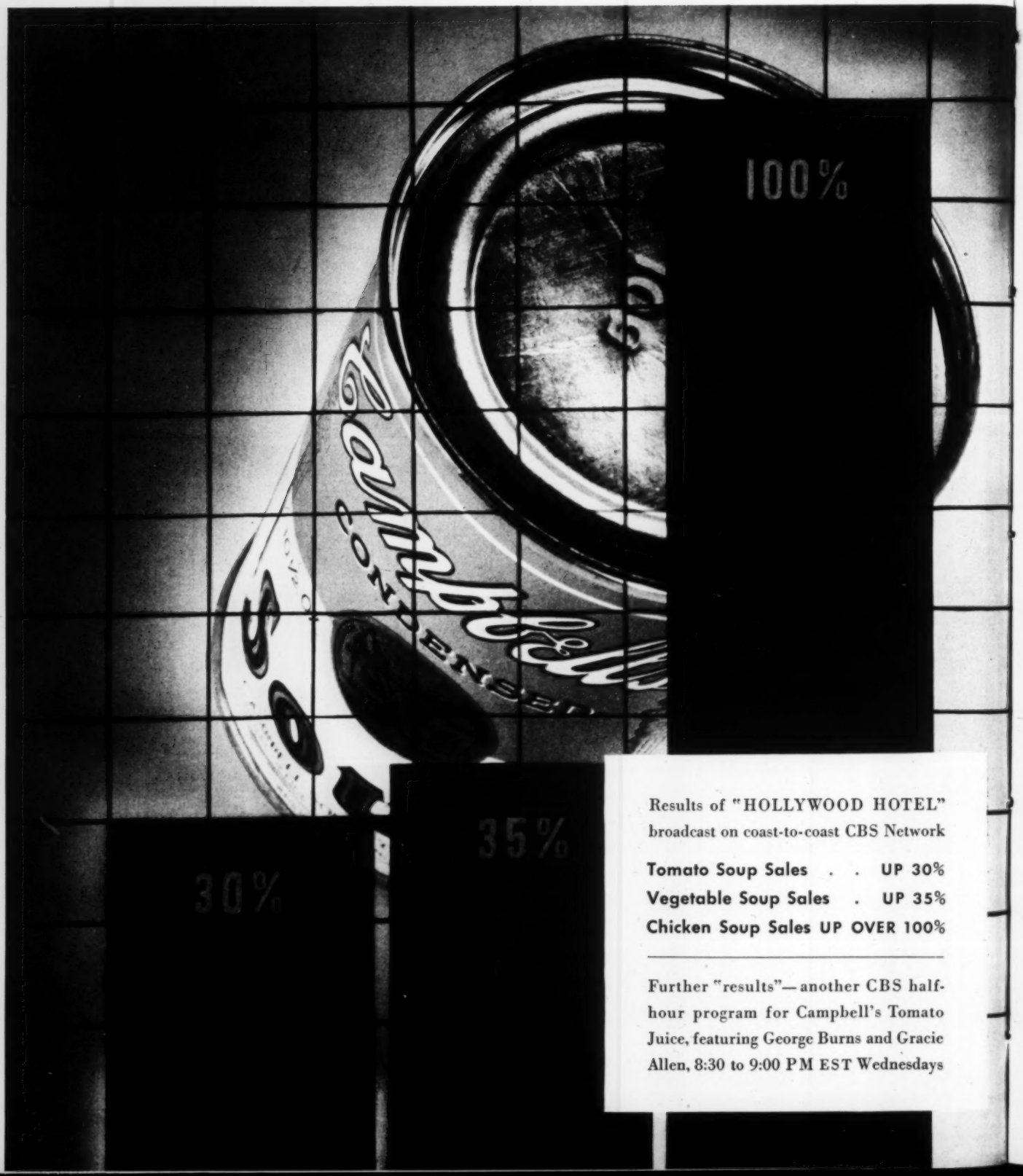
21 BROOKLINE AVENUE, BOSTON

EDWARD PETRY & CO., INC., Exclusive National Sales Representative

YANKEE NETWORK

Published semi-monthly by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

AIR-



Results of "HOLLYWOOD HOTEL" broadcast on coast-to-coast CBS Network

Tomato Soup Sales . . UP 30%
Vegetable Soup Sales . UP 35%
Chicken Soup Sales UP OVER 100%

Further "results"—another CBS half-hour program for Campbell's Tomato Juice, featuring George Burns and Gracie Allen, 8:30 to 9:00 PM EST Wednesdays

TIGHT AIR TEST

....by Campbell

There is sometimes a blur in the picture. Ford turned to radio[1] for instance, and re-captured first place in a bitterly contested market. But he did it with a better, smarter model. There's the blur. Which was it—the car or the broadcasts? How much of each? Philco took to the air, used more broadcasting[2] than any other radio, won first place for the first time, has held it ever since. But it changed its styling about then. What counted most—change-of-style or change-to-radio? Another slight blur.

But here's a case history without fuzzy edges—the radio record of Campbell's Soup—as air-tight as the cans it is packed in. A year ago this famous advertiser, largest manufacturer in his field, turned to Columbia. Hollywood Hotel took the air—an hour a week of sparkling entertainment and deft selling. Sales lifted everywhere. Tomato Soup—up 30%. Vegetable Soup—up 35%. But—both those soups were advertised in other media. So where is the air-tight story? The air-tight story is sealed in millions of cans of *Chicken Soup*—and is told by Mr. H. F. Jones, Advertising Manager for Campbell's Soups:

"We used no media other than radio[3] to feature this soup during the past nine months...using one-third of our commercials on Campbell's Chicken Soup. Sales took an astounding jump to a well-over-double basis, despite the fact that our Chicken Soup business was already large."

Precise, isn't it? Clean-cut. Un-blurred. As accurate a check of radio as any laboratory test of food in Campbell kitchens. The Columbia Network will gladly tell responsible executives more about this interesting record, and others like it, on request.

[1] Almost exclusively CBS
[2] Exclusively CBS since 1931
[3] Exclusively CBS

THE COLUMBIA BROADCASTING SYSTEM

WORLD'S LARGEST RADIO NETWORK · 485 MADISON AVENUE, NEW YORK CITY

"Put me on the spot, Mr. F & S!"

NO, we're not descending to the gangster idiom. We *are* saying that one of the most helpful jobs we've ever done is to put some of our customers literally " on the spot".

If *you'll* make a trip to the F & S audition rooms in New York or Chicago—if *you'll* listen to some of the knock-out programs we're offering for spot advertisers—we believe you will get a new conception of the possibilities in this most flexible, most effective, most economical advertising medium.

For after all, spots are not necessarily short announcements between "regular programs". Many transcription programs are available which bow to no man's network show.

And they enable you to use the stations you want, at the time you want, and at the price you want to pay.

FREE & SLEININGER, INC.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	New Center Building	Russ Building	C. of C. Bldg.
Lexington 2-8660	Franklin 6373	Trinity 2-8444	Sutter 5415	Richmond 6184

WHO	(NBC)	Des Moines	KFAB	(CBS)	Lincoln-Omaha
WGR-WKBW	(CBS)	Buffalo	WAVE	(NBC)	Louisville
WIND-Gary — WJJD-Chicago			WTCN		Minneapolis-St. Paul
WHK	(CBS)	Cleveland	KOIL	(NBC)	Omaha
KMBC	(CBS)	Kansas City			

KSD	(NBC)	St. Louis
KFWB		Los Angeles
KOIN	(CBS)	Portland
KOL	(CBS)	Seattle
KVI	(CBS)	Tacoma

BROADCASTING
and
Broadcast Advertising

Vol. 9 No. 9 WASHINGTON, D. C., NOVEMBER 1, 1935 $3.00 A YEAR—15c A COPY

Coverage Bureau in Dark at ANA Meeting

By J. FRANK BEATTY

But Radio, Acceptably a Primary Medium, Gets Very Close Attention as Delegates Convene in Atlantic City

THEIR pockets nicely lined with spending money for advertising, members of the Association of National Advertisers spent the Oct. 27-30 period at Atlantic City's Ambassador Hotel trying to decide how and when to spend it, with a good share of the 26th annual convention being devoted to the well-realized advantages of radio as a medium and the mysteries of audience surveys.

Representing companies spending close to $300,000,000 on advertising this year, the ANA delegates, interviewed privately, were remarkably enthusiastic about broadcasting, with each advertiser stoutly defending his own program, survey or no survey, and referring to sales department records that tell more stories than surveys.

Plans for joint operation of a radio coverage bureau have been submitted to an ANA - NAB - AAAA subcommittee but are being kept secret under mutual agreement of the interested groups, the delegates were told. The plans were drawn up recently but have not yet been acted on by the subcommittee, which in turn is to report to the full committee.

Is Radio "Surveyable"?

THE NATURE of these tentative proposals was not divulged to the ANA members, but it is believed that the project will probably include compilation of existing program popularity data on marketing, audience coverage, set ownership as well as collection of some new data. Some doubt exists as to whether a so-called audit bureau is possible, since many advertisers question the value of surveys and look upon an audit bureau as an ideal that may develop in the distant future. They are not certain if radio is "surveyable".

The ANA expressed grave concern over increased cost of newspaper and magazine space, with many advertisers believing it is becoming uneconomical to use these mediums. It was stated by ANA officers that advertisers are now scrutinizing newspaper space more closely.

At a poll taken at the Tuesday morning session, advertisers were practically unanimous in stating that their gross sales volumes had increased this year. A substantial majority said that their gross profit was higher. About 15% indicated that they had increased the prices of their products.

Opening day sessions were packed with radio discussions, all of which were carefully guarded from press and public. In other years a few outsiders had been admitted to closed sessions, but they were speakers. This year not even outside speakers were invited to the secret meetings.

The high spot of the radio sector of the convention was the radio group meeting held Monday afternoon with some 50 of the delegates in attendance. Opening the session, which was strictly limited to ANA members, was a report on developments leading up to the creation of the Joint Committee of 15 (NAB, ANA, AAAA), with Stuart Peabody, chairman of the ANA radio committee, reviewing developments of the past year. It was just a year ago, Mr. Peabody informed the meeting, that the ANA decided to go seriously into research covering all media, the Advertising Research Foundation being organized to do the job.

As the foundation got under way, it was decided to handle radio research on a separate basis, particularly since the AAAA and NAB were anxious to cooperate in the radio end of the undertaking.

Although a year has passed, the project still is in the "committee reports progress" stage. Mr. Peabody indicated, however, that the Committee of 15 or one of its subgroups will come forward with something definite in the very near future. Other than that, he would not discuss the status of the project.

As had been explained at the opening convention session earlier in the day, the radio research proposal has been referred by the Committee of 15 to a subcommittee which in turn has turned it over to a subcommittee of the subcommittee.

After hearing Mr. Peabody's summary of the radio coverage situation, the radio-minded delegates heard Dr. D. P. Smelser, of Procter & Gamble Co., chairman of the governing committee of the Cooperative Analysis of Broadcasting, discuss radio coverage in general, with some particular references to the CAB (Crossley) reports. The last-named surveys are financed mutually by a score of advertisers and as many agencies,

(*Continued on page 61*)

Paul West Elected ANA President for 1936

Mr. West

PAUL B. WEST, managing director of the ANA, was elevated to the presidency at the association's Atlantic City convention elections. He succeeds Allyn B. McIntyre, the Pepperell Mfg. Co., who had served for two years. Mr. West becomes ANA's first paid president, his former post having been abolished although a secretary is to be appointed. Other officers elected:

Chairman of Board (newly created post)—Ken R. Dyke, advertising manager, Colgate - Palmolive - Peet Co.

Vice Chairmen — Turner Jones, vice president in charge of marketing, Coca-Cola Co.; Ralph Leavenworth, advertising manager, Westinghouse Electric & Mfg. Co.; Wilmot P. Rogers, advertising manager, California Packing Corp.

Treasurer—Allan T. Preyer, vice president, Vick Chemical Co.

Directors—Allyn B. McIntyre; G. C. Congdon, advertising manager, Jones & Laughlin Steel Corp.; Robert J. Flood, National Biscuit Co.; W. W. Tomlinson, advertising manager, Scott Paper Co.; D. P. Smelser, advertising manager, Proctor & Gamble Co.

ON ATLANTIC CITY'S SHORE—Exchanging ideas about their arduous task of spending $300,000,000 on advertising this year, delegates to the ANA convention also disported themselves variously between sessions. In the center photograph are, left to right: Bernard Lichtenberg, former ANA president, with his inevitable yard-long stogie; Chester H. Lang, General Electric Co.; D. P. Smelser, Procter & Gamble Co.; J. W. Scoville, Chrysler Motors Co. In left photograph are Retiring ANA President Allyn McIntyre and Robert J. Flood, former advertising manager of Gulf Refining Co., who was the late Will Rogers' sponsor and who is now with National Biscuit Co. On the boardwalk rolling chairs are, left to right: Ken R. Van Dyke, Colgate-Palmolive-Peet Co.; Waldo D. Potter, Eastman Kodak Co.; Paul S. Ellison, Hygrade-Sylvania Corp.

September Time Sales Up; Library Discs Going Well

IN SPITE of conflicting tendencies during September, broadcast advertising volume continued to remain materially ahead of the corresponding period of 1934. Total gross time sales during September amounted to $5,669,856. This constituted a gain of 23.9% as against September, 1934, and of 43.2% as compared to the corresponding period of 1933.

National network volume was 40% ahead of last September, national non-network advertising 23.2%, and local broadcast advertising 9.6%.

Broadcast advertising during September and the previous month is found in the following table:

TOTAL BROADCAST ADVERTISING

Class of Business	1935 Gross Time Sales August	September
National networks	$2,939,097	$3,337,018
Regional networks	82,993	81,108
National non-network	1,347,440	963,430
Local	1,267,960	1,288,300
Total	$5,637,490	$5,669,856

Conflicting trends have manifested themselves during the month. While national network volume increased 13.5% as against August, national non-network advertising declined 28.5%.

Non-Network Decline

THE non-network decline was due to a combination of two factors: the holding off of advertisers until network schedules have been completed, and the clearing of time for network programs. This analysis seems to be substantiated by the fact that the principal non-network declines occurred on regional and clear channel stations and in those areas where basic network stations are located.

In this respect it is also interesting to note that transcription and live talent volume were the principal types of national non-network advertising to decline in September as compared to the previous month. Transcription volume dropped 26% and live talent business 33.7%. This trend would tend to confirm the general non-network developments discussed in the preceding paragraph.

National non-network transcription volume remained 38.5% above the September, 1934, level, while live talent business showed an increase of 20.9%. Announcement volume declined 1.2% as against the same month of last year.

Transcriptions Sponsored Locally

THE MARKED upward trend in local transcription and record volume seems to be an indication that the numerous transcription libraries which have been developed in recent months are finding local sponsorship. Local transcription volume was 14% greater than in August and 51.4% above the September, 1934, level. Record volume showed an increase of 66.5% as against last September. Live talent business on the other hand declined 9.8%. Announcement volume rose 25%.

The 100 watt station situation continues to be encouraging. Local station volume was 25.9% above the August level, and showed a gain of 56% as compared with the corresponding period of 1934. Local volume was nearly double that of September, 1933.

General sponsor trends continued the same as in recent months, with automotive, food, clothing, tobacco and house furnishings showing the greatest strength. In spite of a material decline as compared with August, national non-network volume of automotive advertising remained at approximately four times the September, 1934, level. Tobacco advertising was double last September, while radio set advertising increased from $1,800 to $24,850.

Radio Leads the Way, Says Secretary Roper

Mr. Roper

RADIO was hailed as the bellwether of business recovery by Secretary of Commerce Daniel C. Roper in an address Oct. 17 before the National Sales Executives' Conference in New York. Discussing statistical facts for sales promotion, Secretary Roper said:

"An important indication that business confidence in sales opportunities does exist is reflected in an analysis of the use of advertising. No single advertising medium has failed to make an advance in 1935. One medium, radio, has far exceeded its dollar time sales for any period since its inception. Its August, 1935, sales were some 29% greater than the corresponding month a year ago. It is of more than passing interest to note that marked gains have occurred not only in the use of radio as a national advertising medium but as a local advertising medium as well. This shows that optimism is not centered in our national advertisers alone.

"Farm papers and outdoor advertising, both of which were previously affected by the depression, have in 1935 shown remarkable gains. Farm papers, whose annual index reached a low of about 42% in 1933, stood at 65% in August of this year. Outdoor advertising recovered during a like period from 47% to 60% in September. Magazines and newspapers have also shown satisfactory increases, dollar sales of magazine space for the first eight months of this year being almost 6% in excess of the first eight months of 1934."

Secretary Roper declared that statistical bases in the economic sphere offer unusual encouragement to sales executives. They portray some of the major realistic elements which comprise "the most encouraging sales pictures which have existed since 1929", he asserted. A factor of further confidence, the Secretary continued, is the solid basis that has been established for a gradual and consistent recovery. "Selling psychology is certainly set for an achievement of the keynote of this conference 'increased sales and profits in 1936'."

Advertising Executives Forecast 5-10% Gains for 1936; Radio's Gain Highest

A SLOW but steady improvement in advertising volume in 1936, amounting to about 5 to 10% over that of the current year, was forecast Oct. 26 by advertising executives, following analyses of budgets now being drawn up, reports the *New York Times*.

Said the *Times*:

"One of the main trends during the coming year, according to executives, will be emphasis on institutional copy. In order to meet the competition of private brands, overcome consumer antipathy to 'big business' and counteract the effects of the widespread growth of farmer and consumer cooperatives, national advertisers will spend substantial sums in advertising to build up their prestige, ideals and sincerity, through institutional copy, it was said.

"The chief factors retarding the placing of advance contracts for 1936 are new taxes, which will increase the cost of advertising; Federal investigations, such as those going on in the food industry, the unsettled political situation. The liquor industry is expected to renew its advertising on a large scale as soon as the new regulations governing the field are clarified and put into effect.

"The gains during 1936 are expected to parallel closely those experienced by the various media this year, with the possible exception of radio. Newspaper linage will wind up this year about 5 to 7% ahead, magazine volume about 3 to 5% and radio about 15 to 25%. The magazine showing this year was disappointing, possibly because of the rate increases, but publishers are making every effort to keep costs down so that no further advances will be necessary for some time.

"Radio is not expected to continue its present rate of gain, because it is reaching a saturation point, with very little additional time available for programs at the most popular hours.

"Among the lines which are expected to enlarge their schedules considerably, the durable goods industries stand out. Their sales volume advanced sharply in percentage this year over 1934 and continued gains are expected. In the consumers' durable goods field, automobiles, refrigerators, heating and air-conditioning equipment should increase expenditures in advertising, according to executives.

"Materials for residential construction, such as paints, lumber, brick, etc., also enjoyed a substantial rise this year, and will be larger advertisers in 1936."

WNOX IS ACQUIRED BY SCRIPPS-HOWARD

ACQUISITION of WNOX, Knoxville, Tenn., by Continental Radio Co., subsidiary of Scripps-Howard Newspapers, was announced Oct. 17 coincident with the filing of an application with the FCC for voluntary assignment of the station's license. Negotiations had been in progress for several weeks, with James C. Hanrahan, Continental vice president, acting for that company. The price was understood to be in the neighborhood of $75,000.

WNOX is regularly assigned to 1010 kc., with 1,000 watts at night and 2,500 until local sunset. It is a CBS outlet. The Scripps-Howard newspaper in Knoxville is the *News-Sentinel*. Knoxville has been a particularly thriving community since the advent of the Tennessee Valley Authority some two years ago, which maintains its headquarters in that city.

WNOX is the second station to be purchased by the Scripps-Howard organization since its entry into broadcasting about two months ago. It has purchased WCPO (formerly WFBE), Cincinnati, and has new station applications pending for Toledo and Columbus, O., which have been designated for hearing by the FCC Broadcast Division.

Karl A. Bickel, Scripps-Howard executive and president of Continental, now is personally supervising the operation of WCPO, and plans to remain in Cincinnati several weeks. All members of the Cincinnati station staff, it was indicated, are being retained, although additional appointments are in prospect.

The Knoxville station's transfer is subject to FCC action—expected within a fortnight. Mr. Hanrahan plans to direct the operation of that station, once the voluntary assignment is approved. Present employes of WNOX, he declared, probably will be retained.

Chicago Selected as Site Of 1936 NAB Convention

CHICAGO will be the host city for the 14th annual convention of the NAB, to be held during the middle of July, 1936, the NAB board of directors decided at its meeting in New York Oct. 17. The actual dates will not be designated until a later meeting.

Selection of the hotel also will be decided later by the board. Chicago was selected because it is centrally located and will afford stations in all parts of the country an opportunity to attend. The convention, under present plans, will run for four days, with the opening day to fall on a Sunday. There will be three days of business sessions, as in the past.

Lincoln Cars on Radio

LINCOLN MOTOR Co., associate of Ford Motor Co., will begin a class program on CBS shortly in behalf of a new "little Lincoln" line to be introduced early in November as competition for the small Packard line, it is learned authoritatively. It is understood that time already has been reserved. The program, it is reported, will be heard Sundays, 2:30-3 p. m. EST, over a nation-wide network, with a Spanish orchestra as the main talent.

FCC Advances Plan for Station Power Boosts

By SOL TAISHOFF

In Addition to 25 Super-Power Channels, the Commission Now Proposes Higher Wattage for Many Regionals

MOVING forward with its technical plans to revamp the broadcasting structure in order to make it function with maximum efficiency, the Broadcast Division of the FCC already has adopted two rules preparatory to consideration of the more important allocation phases.

Since the exclusive announcement in the Oct. 15 issue of BROADCASTING that a reallocation was impending, and would make provision for some 25 stations of 500,000 watts power, as well as bring about a reduction in the number of clear channels, FCC activity in this field has been brisk. As a first step it adopted rigid regulations governing the installation of antenna systems. Then at its meeting Oct. 29 it pushed through a rule requiring all stations to install modulation meters—another significant "cleanup" step preparatory to execution of its alteration of station classifications and assignments.

Most important of the current reallocation deliberations, however, is that affecting the 40 regional channels. In line with the project mapped out by its Engineering Department, the FCC has before it a plan which would bring about a horizontal increase in power from 1,000 watts to 5,000 watts at night on seven of these channels; bring up to 1,000 watts at night the stations on 17 regional channels, and fix a lower mileage separation on the remaining 16 regional channels with power from 250 to 1,000 watts.

Studying Possible Effects

ACTION on this phase of the gradual plan toward realignment had been expected at the Oct. 29 meeting of the Broadcast Division, but was blocked at the eleventh hour pending further consideration of the effects it would have upon independents and upon NBC and CBS station affiliates. In one quarter it was said that on the seven regionals which would be horizontally increased to 5,000 watts at night, there would be 28 stations affected in all, of which 18 are NBC, five CBS and five independents. The Engineering Department, however, drafted its proposal on the basis of channels capable of being horizontally increased, rather than on station affiliations.

In the case of the 17 channels which would be authorized to use 1,000 watts on a horizontal increase at night, it was figured that there are 72 stations, of which 19 are NBC, 25 CBS and 28 independents. On the 16 lower-mileage separation channels, the figures were a total of 86 stations, of which 17 are NBC, 30 CBS and 39 independents.

Paley Visits Prall

WILLIAM S. PALEY, CBS president, had an engagement with Chairman Prall of the FCC Oct. 30 to discuss the proposed realignment and other matters of mutual interest.

Because of the decision to defer action, it was doubtful when the Broadcast Division would consider this plan. It was indicated that the step might have the effect of delaying the entire project for realignment.

In the seven-station 5,000 watt horizontal increase class, the plan was that all stations first would have to agree upon the installation of high-fidelity equipment meeting specifications devised by the Engineering Department. These stations which, because of mileage separations, part-time operation, or the like, would not fit into the horizontal increase scheme, would be shifted to other waves.

Hearings Would Be Held

BROADLY, as contemplated, the plan would be for the FCC to adopt a proposed rule specifying the new classification of channels. Then it would designate a hearing to determine whether or not the rule should be adopted. The FCC itself would put on an affirmative case in support of the plan. Proponents then would have opportunity of presenting testimony. Opponents would be permitted to make their cases, and finally the FCC would hear arguments of those who wish to have the channel assignments altered, or to offer proposals for the substitution of frequencies in the various classifications.

The same procedure, it was indicated, is planned for each of the several phases of the realignment. To cause least possible hardship, it is felt that all parties in interest should be given the opportunity to present their views.

50,000 Watt Minimum

MEANWHILE, several stations have filed applications for increases in night power to 5,000 watts, in anticipation of FCC action. They are WAVE, Louisville; WDAY, Fargo; KFWB, Hollywood, KOIN, Portland, Ore., and WCSH, Portland, Me. All except KFWB are on the 940 kc. channel.

There has been considerable discussion of other aspects of the pro-

(*Continued from page 62*)

Proposed Regional Realignments

FOLLOWING are the new classifications of regional channels proposed by the Engineering Department of the FCC as part of the general realignment being projected to bring allocations in line with what the FCC engineers construe to be modern technique. Consideration or adoption of this proposal, insofar as regionals are concerned, has been stymied because of the contention that it greatly benefits NBC stations, but does not materially help, in proportion, those on CBS or in the independent category.

FCC declined to make public the frequency classifications, on the ground that they might be changed before passed upon in the form of a tentative rule, which would become the basis of a general hearing. The NAB, however, in its current bulletin to members, publishes them as follows:

Regional channels on which stations would be permitted to increase power horizontally at night from 1,000 to 5,000 watts with 5,000 watts day: 590, 610, 620, 900, 920, 940, 950 kc.

Channels on which maximum night power will be 1,000 watts and day power 5,000 watts, with signal protected to ½ millevolt line, day and 1 millevolt line night: 1010, 1220, 1230, 1240, 1250, 1260, 1270, 1280, 1290, 1300, 1320, 1330, 1340, 1350, 1360, 1380 and 1390 kc.

So-called "city channels" on which stations would be assigned with power of from 250 to 1,000 watts at night, and up to 5,000 watts day, with reduced mileage separations and signals protected to the 4 millevolt line: 550, 560, 570, 580, 600, 630, 780, 880, 890, 930, 1120, 1400, 1410, 1430, 1440, 1450 kc.

Dr. Jolliffe Resigns from FCC to Join the RCA . . .

DR. C. B. JOLLIFFE, chief engineer of the FCC and of its predecessor, the Radio Commission, since 1930, on Oct. 30 submitted his resignation to accept appointment as technical head of the Radio Corporation of America. In his new post he will be in direct supervisory charge of all allocation matters, both national and international, affecting subsidiary companies of the RCA. These include NBC, RCA Communications Inc., Radiomarine Corp. of America, and RCA Mfg. Co.

The resignation of Dr. Jolliffe comes at a time when the FCC is planning to embark upon widespread changes in the technical broadcasting structure, as first disclosed by BROADCASTING in its Oct. 15 issue. Dr. Jolliffe will assume the new assignment, which will carry him to New York, shortly after his resignation takes effect Nov. 12.

Who will succeed him on the FCC was conjectural as BROADCASTING went to press. Among those mentioned as possible candidates were E. K. Jett, assistant chief engineer in charge of communications services other than broadcasting and telephone; Andrew D. Ring, assistant chief engineer in charge of broadcasting and related services; T. A. M. Craven, consulting radio engineer,

DR. JOLLIFFE

and Dr. J. H. Dellinger, chief of the radio section, U. S. Bureau of Standards. Lt. Jett will serve as acting chief engineer until a successor is named.

The RCA position which Dr. Jolliffe will occupy is an entirely new one. His widespread knowledge of allocations, plus his status as a scientist and engineer, it is generally recognized, qualify him uniquely for the post. With radio entering new vistas, such as facsimile, television and domestic point-to-point communications, it was felt by RCA that a technical executive to coordinate this work was needed.

Col. Manton Davis, vice president and general counsel of RCA, was in Washington Oct. 24 and discussed the Jolliffe appointment with members of the FCC. The resignation was discussed at the Oct. 30 meeting and probably will be accepted at the Nov. 6 session.

In his new post Dr. Jolliffe will not have any direct supervision over operations of RCA subsidiaries. His assignment will deal with broad technical policy matters, allocations, technical handling of applications in all classes of RCA activity, and international conferences which are held periodically. The Central Frequency Bureau maintained by RCA for the handling and routing of all applications will be absorbed in the technical organization to be created under Dr. Jolliffe.

Dr. Jolliffe's letter of resignation to Chairman Prall submitted Oct. 29, was as follows:

I submit herewith my resignation as Chief Engineer of the Federal Communications Commission, effective at

(*Continued from page 63*)

Independents Set Up Own Sales Agency to Place Local Time

National Independent Broadcasters Inc., With Forty Members Picks O'Shaughnessy as Representative

Mr. O'Shaughnessy

IN ORDER to accomplish its main purpose of creating a national selling organization for independent stations in good markets, National Independent Broadcasters, Inc., announced Oct. 28 that James O'Shaughnessy, advertising counselor of New York, and former executive secretary of the American Association of Advertising Agencies will be associated with NIB in the formation of the selling agency as well as in a general advisory capacity.

Announcement was made by Edward A. Allen, president of NIB, and operator of WLVA, Lynchburg, Va., after nearly four months of investigation and survey of the field. NIB was created during the last convention of the National Association of Broadcasters in July, and is understood to have a membership of approximately 40 stations in the local or independent category, each of which has contributed $100 toward the organization.

Sales Office in New York

SALES offices will be established on Nov. 1 by Mr. O'Shaughnessy at 17 E. 42nd. St., New York. Offices in other advertising centers, notably Chicago and Detroit, probably will be opened shortly. Compensation to the representative, it is understood, will be the standard 15%, plus a carrying charge.

While the NIB membership now is only 40, it is expected that a list of some 75 stations in good markets will be aligned shortly. It is indicated that one account already is pending with the Crowell Publishing Co., New York, for purchase of time over the station list which might amount to some $200,000 on a yearly basis.

Mr. Allen and W. Wright Gedge, director of WMBC, Detroit, have made several trips to New York since the formation of NIB to canvass the representation field. Mr. Gedge is secretary of NIB.

Mr. O'Shaughnessy, according to the announcement, was one of the founders of AAAA, as well as its executive secretary for 11 years. Later he was business manager of *Liberty*, and more recently vice president of Outdoor Advertising, Inc.

To Represent Stations Also

MR. O'SHAUGHNESSY said it would be the function of the sales office to develop business for the NIB both independently and collectively. He said a system of rates has been worked out which will give advertisers the same advantages as those now offered by chain and net-work selling offices. These will be in the form of frequency discounts as well as for number of stations. Certain groups, state and sectional, will be sold as units. Single station broadcasts also will be cleared through the representation office.

All NIB programs will originate locally. Transcriptions, local or spot announcements and local studio musical programs will be arranged under national campaigns but presented on local time. A 7 o'clock program over the NIB list will be local time, as against the condition existing on networks occasioned by time zones.

All national accounts, for the present, will be contacted from the New York headquarters. Mr. O'Shaughnessy said all preliminary arrangements have been completed, with rates agreed upon, local data checked and general broadcast conditions surveyed. "Immediate sales action may be expected," he asserted.

Restrictions on Membership

THE independent station organization was first suggested by Mr. Allen last February. Membership has been restricted to non-network stations. Members, Mr. Allen said, have been restricted to stations in important population centers having good equipment and being in good financial position. Rates have been adjusted to accord with accepted standards for broadcasting values, he asserted.

In addition to Mr. Allen and Mr. Gedge, other officers of NIB are Mallory Chamberlin, WNBR, Memphis, vice president, and Ben S. McGlashan, KGFJ, Los Angeles. Directors are: 1st zone, John Elmer, WCBM, Baltimore, and William S. Pote, WMEX, Boston; 2nd zone, Charles A. Hill, WIBM, Jackson, Mich., and C. W. Hayes, WHBC, Canton, O.; 3rd zone, R. S. Bishop, KFJZ, Fort Worth, and Steve A. Cisler, WJTL, Atlanta; 4th zone, William W. Behrman, WBOW, Terre Haute, Ind., and Sidney H. Bliss, WCLO, Janesville, Wis.; 5th zone, Arthur Westlund, KRE, Oakland, Cal., and H. E. Studebaker, KUJ, Walla Walla.

Father Coughlin to Use 33 Stations for Series

A NATION-WIDE independent network of 33 stations will carry the 1935-36 series of Father Charles E. Coughlin, militant Detroit priest, beginning Nov. 3, under arrangements completed by the priest and his agency, E. W. Hellwig, New York, on Oct. 23. Approximately $300,000 will be expended for station time and telephone lines, representing the largest network Father Coughlin has ever used. The programs, which will be entirely speech will be broadcast from 4-4:45 EST, on Sundays.

Stations in the network are WJR, Detroit, key; WGR, WLW, KWK, WISN, WJAS, WHO, WFBL, WGAR, WOR, WCAU, WOKO, WHB, WJJD, WCAO, KSTP, WOL, WOW, KNX, KSFO, KFEL-KVOD, and the Yankee Network, embracing WNAC, WLBZ, WDRC, WFEA, WEAN, WORC, WICC, WLLH, WNBH, WMAS, WRDO and WATR.

A NOVEL AUDITION
CBS Sales Department Stages Show in Theatre

CBS introduced a new type of audition at the 45th St. theatre Oct. 24. After a noon luncheon the entire group adjourned to the theatre to hear a one-hour show consisting of Freddie Rich, Helen Morgan and Marty Mays. Music and lyrics for the audition were written by Rogers & Hart.

The audience was composed of agency executives, advertisers, and the general public. In this way a cross-section reaction was obtained. At the CBS main office other agency men and advertisers listened to the program, it being piped over from the theatre. The audition was not broadcast.

The theatre audience was generous with applause for the program. National Biscuit Co., and Clicquot Club Co. (ginger ale), are understood to be interested in this show. The audition was staged under the direction of the CBS sales department.

Independent Oil Dealers Planning National Drive With Radio Main Medium

PLANS for a radio series equal to any of the present nationally-offered broadcasts, were unfolded at the Detroit convention of the National Association of Petroleum Retailers, an organization of "independents", Oct. 14-17.

A national advertising campaign probably will start within the next year, with radio to bear the brunt of the promotional attack. The campaign will be undertaken by an offshoot of the NAPR, recently incorporated in Wisconsin and known as Service Station Associates Inc.

A fund of several hundred thousand dollars was the aim of the organization, which anticipates having 50,000 members, or about 20% of the gasoline dealers in the country. The plan proposed and favored at the convention was the so-called "Russell Plan", submitted to the NAPR some time ago by E. G. Russell, Detroit, president of the Associates. While radio advertising will be the backbone of the campaign, billboards, dealer helps, and educational material and merchandising aids distributed through the organization will also be included.

Officers of the group are: E. G. Russell, Detroit, president; Homer S. Sparr, Rochester, N. Y., first vice president; E. Chet Shanks, Milwaukee, Wis., second vice president and manager; and Wilmer R. Schuh, Milwaukee, secretary. The offices of the organization are at 907 North Third Street, Milwaukee.

Utica Knitting Spots

UTICA KNITTING Co., Utica, N. Y. (underwear), new to radio, is using one-minute spot announcements on seven stations, thrice weekly, Monday, Wednesday and Friday, on a 26-time basis. All announcements are live, and a premium is offered to all who write in for it. The stations are: WGY, KDKA, WBZ-WBZA, WLS, WHO, KGO, KOMO. John Thomas Miller, New York, is the agency.

Radio Poll Taken By Liquor Industry

BECAUSE of a feeling among some members of the distilled spirits industry that the liquor business should not use radio advertising because of the medium's intimate relation with all members of the family, the executive committee of the Distilled Spirits Institute has ordered a ballot taken on the question.

The Institute, of which Dr. James M. Doran is administrator, formerly was the distillers' code authority but now is the trade association. The committee directed Dr. Doran to poll members to find what companies use radio, as well as Sunday publications, and to take a vote of the industry on the subject of discountinuing the practice.

Dr. Doran told BROADCASTING that he had learned of certain liquor programs which he personally considered objectionable, but on the other hand said that members of the industry had used radio in a number of instances without even mentioning words such as liquor, whiskey or gin.

This purely institutional type of advertising has found favor with such distillers as Schenley, which has used an Eastern station with mere mention of the "House of Schenley", and Seagram, which currently is sponsoring Eddie Dooley, sports commentator on WOR, Newark, and WAAB, Boston.

Even if the distilling industry polled an overwhelming plurality against use of radio, members would not be bound to refrain from utilizing the medium. However, Dr. Doran explained, distillers have shown a tendency to stick together on matters involving policy.

As far as could be learned, the rectifying industry, consisting of blenders who do not distill liquor, has taken no action on radio advertising. Rectifiers market a considerable portion of the nation's liquor.

Proposed revisions in liquor advertising regulations, submitted Oct. 14 by Franklin C. Hoyt, administrator of the Federal Alcohol Administration, will be subject to public hearing Oct. 31. The changes provide that advertisements of distilled spirits must show alcoholic content, percentage of neutral spirits, and prohibit deceptive use of seals and similar insignia. These changes are not assumed to be applicable to radio advertising, however.

Rexall Using 200 Stations

UNITED DRUG Co., Boston (Rexall Stores) is using 200 stations from Coast to Coast to promote Rexall one-cent sales in each community. The shows are of 15-minutes duration, given for one week only five broadcasts during daytime hours, Tuesday through Saturday. Since the one-cent sales take place at different intervals the RCA-Victor transcriptions have been staggered to fit in with this plan. The first group of stations began Oct. 15; the next Oct. 29; and the last Nov. 12. The talent consists of Frank Parker, Veronica Williams, and Victor Arden's orchestra. The campaign was placed by Spot Broadcasting Inc., New York, for the agency, Street & Finney Inc., New York.

Federal Agencies Forming Program Policy

Coincident With Marmola Hearings on License Renewals, FCC and FTC Decide on Division of Their Functions

A POLICY of program control for broadcasting stations, especially as to medical and proprietary advertising, is expected as a result of matters being considered jointly by the FCC and Federal Trade Commission.

Coincident with hearings involving renewal applications of three stations which broadcast the Marmola continuities along with other medicals, officials of the FCC conferred with members of the Trade Commission to harmonize their activities in connection with advertising regulation. From these discussions, it is learned, there developed a tacit understanding that a clear line of demarcation exists as to the functions of the respective agencies, with the FCC's jurisdiction extending over licensing and that of the Trade Commission dealing with advertising scrutiny.

The informal discussions, participated in by FCC Chairman Anning S. Prall and Broadcast Division Chairman E. O. Sykes, with Chairman Ewin L. Davis and Commissioners W. A. Ayres and Robert E. Frear, of the Trade Commission, grew out of the negotiation of the stipulation procedure by the broadcasting industry with the FTC. Under it, broadcasting stations are given the opportunity to sign stipulations or waivers on products under investigation by the Trade Commission, under which they agree to abide by any rulings of that agency, and thereby are protected from punitive action against the advertiser. Only stations which violate stipulations would be punished.

The Marmola Testimony

MEANWHILE, the Broadcast Division of the FCC plunged into the Marmola hearings, with KNX, Hollywood, KFRC, San Francisco, and WTMJ, Milwaukee, appearing before it to show cause why their licenses should be renewed in view of their presentation of this program, and of certain other programs advertising medicines, proprietaries or other patented products. The hearings began Oct. 15 and were adjourned Oct. 18.

The three stations were the only ones of the 21 originally cited last spring for having carried the Marmola account, which were forced to undergo hearings. Citations against the others were quashed because, according to the FCC, they had dropped the program and were not involved in any other investigations. It simmered down to the point where it was generally understood that the three stations would be tried in the nature of a "test" of the FCC program authority.

Whether by coincidence or not, it developed that the three stations represented each program category — KNX an independent, WTMJ an NBC affiliate and KFRC a CBS affiliate. Although the basic citation in each case was on account of Marmola, an anti-fat remedy distributed by the Raladam Co., Detroit, there were citations of two other products in the cases of KFRC and WTMJ, while KNX was subjected to scrutiny on some 27 products.

The hearing differed from ordinary procedure in that the Food & Drug Administration of the Department of Agriculture was placed in the position of carrying the prosecution burden. Eight witnesses, mainly chemists and physicians, were placed on the stand by FCC counsel to testify about analyses and to give expert opinion on the various products.

The hearing was, on a small scale, a repetition of the "chamber of horrors" paraded before Congressional committees during the last two sessions by the Food & Drug Administration in its espousal of the Tugwell and then the Copeland bills to broaden its authority over regulation of sale and advertising of foods, drugs and cosmetics. Lined up on the FCC counsel table were the various products involved, each used as an exhibit, and each bearing the Food & Drug Administration seals denoting that analysis had been made.

Despite strenuous objections of counsel for the stations, the FCC admitted into the record testimony covering products not mentioned in the notices to the stations, such as Congoin, a yerba mate beverage. After the taking of testimony, consuming several hundred pages aside from voluminous exhibits, the FCC allowed the stations time in which to file briefs on the facts in the nature of "proposed findings" by the FCC in the case. KFRC and WTMJ were allowed until Nov. 15, and KNX, because it bore the brunt of the case, was given until Dec. 15.

Stipulation Procedure

IT IS BELIEVED that the outcome of the stipulation arrangement with the Trade Commission will have some bearing on the FCC decision in these cases. At the meeting of the FCC and Trade Commission members on Oct. 11, it was agreed that the two agencies could develop a liaison beneficial to both broadcasters and public.

Contentions that the stipulation plan might harm stations were discounted both at the FCC and Trade Commission. Certain FCC attorneys had suggested that under the Communications Act, stations signing stipulations with the Trade Commission automatically would admit their guilt in accepting particular programs allegedly contrary to public interest, and thereby would make themselves vulnerable to punitive action by the FCC, particularly should the advertiser be found guilty in an adjudication.

This phase, it develops, was discussed by the members of the two commissions and it was agreed that no such hazard exists. Both agencies can take judicial notice of the good faith of stations in signing stipulations, it was said, and in the event of litigation the courts can be asked to do likewise. Newspapers and magazines have been protected in the past in all such cases, although it was pointed out that stations, operating under Federal license, are in a somewhat different category.

Chairman Prall, prime mover of the offensive against what he construed to be improper programming, expressed deep satisfaction over the conversations with the FTC. Present procedure, he asserted Oct. 21, is faulty because it is unfair to stations to place them under temporary licenses simply because a letter of complaint against particular programs may have been received. Judge Sykes also expressed satisfaction.

Current records show that more than 100 stations are "under investigation" for broadcasts involving some 300 different charges, Mr. Prall declared. As soon as a station is given a temporary license, he said, it is stigmatized. Of the stations now "under investigation" and under temporary license, he declared, only a few actually may be cited for hearing.

Chairman Prall hopes the new plan will eliminate intermediate citations and bring stations to hearing only when it is definitely shown that there is sufficient basis. The process then would be simplified and stations relieved of any hardship when they are not actually to blame.

"We hope to make it possible to adopt a policy whereby a station will not be cited until we are sure there is real basis for complaint and action. In the past there have been many unjust and unwarranted actions based on complaints which in some cases have been irresponsible," Mr. Prall said.

KNX the Target

IT WAS APPARENT once the so-called Marmola hearings got under way that the FCC counsel proposed to make KNX their main target in the "test" case. Most of the testimony was directed against that station and the products it advertised. George Porter, assistant general counsel, presented the FCC case, assisted by Andrew G. Haley, attorney in charge of the investigations. Mr. Haley had conducted an investigation in Los Angeles, and brought back with him detailed continuities of KNX programs. Samples of the products advertised over KNX were asked for by him and delivered by the station.

Practically every objection of station counsel on admissibility of evidence either was overruled by Chairman Sykes or ruling was reserved. There were no important rulings adverse to the FCC counsel. Allowed to go into the record, subject to future rulings, were fraud orders of the Post Office Department, cease and desist orders of the Trade Commission and analyses of products by the Food & Drug Administration.

Paul M. Segal, counsel for KNX, made a blanket objection to the admissability of such evidence on the ground that the station was given no notice of these matters and could prepare no defense. In the case of Congoin, against which a fraud order recently was issued by the Post Office Department for purported use of the mails to de-

(Continued on page 59)

How Texas Quality Broadcasts Grid Games

KERN TIPS (center), manager of KPRC, Houston, uses a new machine, the Grid-Graph, in broadcasting football games on Texas Quality Network. The device was designed and built by L. C. Miller, KPRC chief engineer. Observers familiar with the competing teams operate two small boards equipped with buttons opposite players' names. The buttons cause lights to flash on the board in front of Tips, who thus can keep track of runners and tacklers of both teams. The picture shows Tips in action, assisted by observers for St. Mary's College and Rice Institute, the competing teams at the time the picture was taken. Humble Oil & Refining Co., Houston, sponsors the broadcasts.

Auto Industry Expands Its Use Of Radio for the 1936 Models

New Series of Cars Now Being Introduced to Public By Elaborate Spot and Network Campaigns

(From a Special Correspondent)

DETROIT — A general survey of advertising plans of the major automotive companies indicates that the time leaders of last year, General Motors and Ford Motor Co., again will head the parade. Chevrolet Motor and Packard Motor Car Co., will be among large-scale users of time, according to present indications.

Increased advertising appropriations, in accord with an anticipated gain for 1936 of around 20% have already resulted in a generally increased use of radio time. This increase thus far has defined itself in widespread use of spot announcements and short transcriptions over long lists of stations to pave the way for the introduction of new models.

The Big Show

THE big announcement parade, of course, is on Nov. 2, date of the New York Automobile Show. At that time Chevrolet, Chrysler, DeSoto, Reo, Hupp, Graham Paige and others will exhibit their 1936 merchandise. Lincoln will show its new light model, which will be in the $1200-$1500 class, it is anticipated, and is expected to use radio as well as the other accepted media. [See story on Page 8.]

Ford Motor Co., will stack up through the year as the largest time user. Ford is following its lines of the past year, using an hour's time over 92 CBS stations each Sunday evening to present the *Ford Symphony Orchestra* and featured "big name" guest soloists. Ford follows up this program with the *Fred Waring* program Tuesday nights over the same network, this program being re-broadcast at midnight for West Coast stations. The agency for Ford is N. W. Ayer & Son Inc., the Detroit office being in charge.

Plans to introduce the Lincoln have been closely safeguarded, and only the general statement that "a complete promotional program" will be carried out is available.

General Motors again is offering its *General Motors Symphony Concerts* over 65 NBC-WEAF stations. This program, as was the case last year, presents a guest soloist each week. The agency in charge is Campbell-Ewald Co., of New York.

General Motor's largest-producing unit, Chevrolet Motor Co., is using an ambitious amount of time, its WBS quarter-hour transcriptions, it is said, having established new expenditure records for that class during the last few months. These transcriptions, *Musical Moments*, are continuing for a third quarter over some 307 stations.

In addition, Chevrolet is using Saturday night time over 67 NBC-WEAF stations to present a new program directed by Dave Rubinoff, starring Virginia Rea and Jan Peerce, with Graham McNamee doing the announcing. These programs which started Oct. 19, are the outcome, say Chevrolet officials, of an attempt to present the most outstanding showman in radio today. Campbell-Ewald Co. Inc., Detroit, is the agency.

Starting Oct. 25, the date of introduction of its 1936 models, Olds Motor Works is sponsoring a series of 13 five-minute transcriptions over a total of 112 stations. The series will run until Nov. 23, and will consist of musical selections prefaced and ended by short commercial plugs. Artists making the transcriptions included the Pickens Sisters, Charles Magnanti, accordionist; Andy Sanella, guitarist; the Cavaliers, the Green Brothers, a marimba trio, Arden and Arden, and Helen Morgan. D. P. Brother and Co. Inc., Detroit, is the agency.

Cadillac's Success

CADILLAC MOTOR CAR Co., which announced its new models early in October, has already completed what agency officials characterized as a very successful short-time radio campaign. A selected list of 30 stations carried 26 short transcriptions each of which featured announcements of a contest revolving around the question, "Why do you believe the new Cadillacs, LaSalles and Fleetwoods are entitled to be titled, 'The Royal Family of Motordom'?" Thousands were drawn by the radio announcement to nearby showrooms where they saw the new models and were given entry blanks. Cadillac, it was said, may use more time later, but no definite plans have been made as yet. MacManus, John & Adams Inc., Detroit, is the agency.

Packard Motor Car Co., which enjoyed a successful introduction of 1936 models in October, is being heard over a Coast-to-Coast CBS network each Tuesday night in a half-hour featuring Lawrence Tibbett. This program, it is anticipated, will continue throughout the winter season. The Detroit office of Young & Rubicam Inc., is the agency.

Hudson Motor Car Co., is making available to its dealers and distributors a series of one-minute recorded announcements made personally by Sir Malcolm Campbell, British speed ace, in which he directed attention to the outstanding features of the new Hudsons.

Opening with a motor roar sound effect and a brief introduction by an announcer, each of these one-minute recordings brought a statement from Sir Malcolm Campbell followed by another brief closing announcement. Enough time is provided for local tie-in, giving the name and address of the nearest Hudson dealer.

The factory reports widespread distribution on the discs. The Detroit office of Brooke, Smith & French Inc., handles the Hudson account.

Pontiac Motor Co., followed much the same plan with its use of radio to bolster its recent announcements. Eddie Rickenbacker was the big name used for the one-minute records available to dealers and distributors. Rickenbacker described his reaction to the new Pontiacs. MacManus, John & Adams Inc., is the agency.

Plymouth Motor Corp., Detroit, through J. Stirling Getchell Inc., has started a series of Magic Melodies transcriptions on stations in a number of cities. In addition chain-break and one-minute announcements are being used. Other Chrysler cars are expected to use radio liberally although plans have not been announced. Dodge and Plymouth have been big radio users this year.

Scripps Head of WWJ

Mr. Scripps

WILLIAM J. SCRIPPS, grandson of James E. Scripps, founder of the *Detroit News*, and son of William E. Scripps, its present head, has been appointed manager of WWJ, the newspaper's station, succeeding the late Jefferson B. Webb. Mr. Scripps, though only 31, is the oldest member of the WWJ staff in point of service, having been a radio amateur back in 1920 when WWJ was founded. It was his enthusiasm about radio that was largely responsible for persuading the publishers to inaugurate the station. For the last year or more Mr. Scripps had been acting as assistant to Mr. Webb, who died Sept. 29. He is a native of Detroit and was educated at Detroit University, Hill and Roxbury schools in New Haven, Conn., and University of Michigan.

KFYR Given Rehearing On Petition for Renewal

GRANTING its petition for reconsideration, the Broadcast Division of the FCC Oct. 17 ordered a rehearing Jan. 14 on the application for KFYR, Bismarck, N. D., for renewal of its license. The station heretofore had been ordered deleted because of alleged violation of engineering regulations through operation with excessive power.

The FCC announced that it had granted the petition for a rehearing before the Broadcast Division to provide opportunity for KFYR to present any additional or new testimony. The effective date of the order denying the station a renewal, which was to have been effective Oct. 29, was indefinitely postponed. Duke M. Patrick, former general counsel of the Radio Commission, filed the rehearing petition as counsel for KFYR.

Cranberry Canners Spots

CRANBERRY CANNERS Inc., South Hanson, Mass. (cranberry sauce) is using radio in participation programs thrice weekly on WOR, Newark, and WMAQ, Chicago. Both programs are part of the *What to Eat and Why* 30-minute stints on the stations. Contracts are for 13 weeks. William Douglas McAdams Inc., New York, is the agency.

YOUTH DOMINANT IN "WJR FAMILY"—This group photograph was taken on the occasion of the Detroit station's recent inaugural of 50,000 watts, at which time it joined CBS. Left to right: William A. Alfs, counsel; Lewis Allen Weiss, assistant general manager; M. R. Mitchell, chief engineer; John F. Patt, general manager of WGAR, Cleveland, owned by same interests; Leo J. Fitzpatrick, vice president and general manager; George A. (Dick) Richards, president; P. M. Thomas, secretary-treasurer; Mrs. George A. Richards.

Neutrality or War: The Broadcaster's Status

By LOUIS G. CALDWELL

President Has the Power to Suspend Broadcast Regulations, To Close Stations, or To Commandeer Them

Mr. Caldwell

IN NEUTRALITY or war, American broadcasters must step warily in lending their facilities to those who would discuss issues bearing on conflicts like the Italo-Ethiopian affray. Attorney Caldwell here points out the pitfalls that beset radio, actual and potential, though he indicates that in the current war the broadcasters here have well maintained an impartial neutrality. The chief existing danger is the possibility that someone may use the radio to promote enlistments on either side, which is illegal. Mr. Caldwell is an authority on causes of the World War and on freedom of speech, and his discussion here of the Government's powers in delicate times like these merits the attention of everyone interested in radio.

EVENTS of the past few weeks force American broadcasters to reckon with the possibility that, for the first time in the brief span of the industry's existence, it may be entangled in the web of neutrality laws. When, on Oct. 5, 1935, the President formally proclaimed that "a state of war unhappily exists between Ethiopia and the Kingdom of Italy", the United States automatically took on the status of a neutral power, and thereby brought into play and gave practical significance to a large volume of legal rules and principles binding upon the United States as a member of the family of nations, and upon the people of the United States under statutes enacted by Congress.

That a war, even though limited to a localized conflict between Ethiopia and Italy, is not merely of academic interest to broadcasters, was demonstrated by the recent action of the British radio authorities in refusing to relay a speech of Baron Aloisi, Italy's chief delegate to the League of Nations, from Geneva to America via a British short wave station. Other difficulties, actual or threatened, were suggested by the still more recent action of the FCC in temporarily authorizing Press Wireless and RCA Communications to operate radio circuits directly between New York and Addis Ababa.

Another World War?

APPREHENSIONS that the conflagration will spread into the Mediterranean and assume the proportions of another World War are too widely entertained to be ignored. If the language of the Covenant of the League of Nations means what it seems to say, a technical state of war already exists between Italy and over 50 other nations, members of the League, although until the President issues a proclamation to this effect, this fact perhaps has no great practical importance. In any event, the time seems appropriate to examine into the legal questions involved, insofar as they affect radio broadcasting.

For present purposes, so-called international law may be disregarded. It is not law in the strict sense of the word but is made up of a nebulous body of customs and practices of civilized nations dating back centuries into the past, to some extent codified by general treaties such as The Hague Conventions of 1899 and 1907. Many supposedly well-settled rules governing the rights and duties of neutral nations, as they were understood in 1914, were swept into the discard by the World War and those that remain are all too confused and uncertain.

Of much greater immediate importance are the rules of conduct which are or may be imposed on the people of the United States by statutes enacted by Congress, by proclamations of the President, or by regulations adopted by an administrative agency such as the FCC. Chapter 2 of the Criminal Code of the United States is devoted to "offenses against neutrality", and contains 19 formidable sections, a number of which pronounce various actions to be criminal offenses subject to heavy penalties consisting of fines as high as $10,000 and imprisonment for as much as three years.

It is impracticable to attempt even a summary of these sections in this article. A good example is the section which, in part and subject to some qualification, forbids anyone in the United States to hire or retain any other person to enlist in the military or naval service of any foreign country. Another good example is the section which in part forbids anyone in the United States knowingly to provide or prepare a means for or furnish the money for or take part in any military or naval expedition or enterprise to be carried on from thence against the territory of any foreign country with which the United States is at peace. Such statutes cover a far wider range of conduct than appears at first blush, since they must all be read in connection with court decisions interpreting them and another very elastic and all-inclusive statute forbidding conspiracies to violate any law of the United States.

Warning to Stations

SUCH STATUTES are not new. Their history dates back to President Washington's proclamation of Dec. 3, 1793 when, because of the unneutral activities of American privateers, Great Britain and the United States were on the brink of war. Some of the statutes were, in substance, enacted in 1794, and since then they have been the subject of many court decisions, involving some of the most interesting and important events in our history, such as the famous enterprises of Aaron Burr.

It is conceivable, of course, that broadcasters, either innocently or otherwise, may run afoul of these neutrality statutes. A station can be used as well as a public platform, and perhaps even more effectively, for recruiting enlistments in a foreign army, or in raising money for or otherwise helping the preparation of the sort of military enterprise against a foreign nation condemned by law. Recruiting or the raising of money may be accomplished by a speech made in the studio of the nation, or which is brought to the station over a network, or which comes by short waves or wire from foreign soil. Judgments rendered by our courts after the United States had entered the World War, for alleged unneutral conduct favorable to Germany by individuals taking place before that date, show that well-meaning individuals can unwittingly become subject to heavy penalties of fine and imprisonment. Caution requires, it seems to me, that broadcasters advise themselves of the meaning and the implications of these statutes, particularly since their radio licenses may also be at stake.

Drastic as may appear the neutrality statutes just discussed, they at least afford a fairly definite and accessible means by which the broadcaster may inform himself as to his rights and duties. Unfortunately this cannot be said as to other legal obligations which may be imposed on him.

One important potential source of such obligations is Section 606 (c) of the Communications Act of 1934 (which reproduces almost verbatim a provision in the Radio Act of 1927). It authorizes the President, "in order to preserve the neutrality of the United States",

(a) to suspend or amend, for such time as he may see fit, the rules and regulations applicable to any or all radio stations in the United States;

(b) to cause the closing of any radio station and the removal therefrom of its apparatus or equipment; and

(c) to authorize the use or control of any radio station, its apparatus and equipment by any department of the Government under such regulations as he may prescribe, upon just compensation to the owners.

These far-reaching and autocratic powers over radio stations are just as great as are given to the President over them when the United States is actually at war.

Possible Censorship

THIS is not the place to discuss the constitutionality of Section 606 (c). If it is valid, and if the Chief Executive so chooses, freedom of speech by radio does not exist when two or more other nations are at war. The section implies that he may make rules, at least within certain limits, as to what may or may not be said over broadcast stations on matters relating to or affecting neutrality.

At the present moment it seems inconceivable that any incumbent of that high office would be so careless of American traditions and constitutional guarantees as to trample on free discussion of vital issues at the very time when such discussion is most important to the welfare of the people. Yet signs are not wanting that, if the conflagration spreads in Europe, there will be a repetition of the hysteria-phenomena which captured this country during the Great War and led to the suppression of newspapers and the imprisonment of individuals for utterances which many, perhaps most, people now regard as well justified in the light of historical research into the origin and causes of the war.

In such event, it will not be long before American broadcast stations will be confronted with demands for censorship, suppression or government operation, all ostensibly in the name of preservation of neutrality but, more often than not (as in the Great War) really for the repressing of adverse political and economic opinions.

One ominous portent is to be found in a bill which was introduced simultaneously in the House and the Senate on July 15th last seeking to amend the Communications Act. The bill, which will be before Congress at its next session, provided in part:

> Any radio address or radio program broadcast by or for or in the interest of any foreign government, or subdivision thereof, or person interested therein shall not be broadcast by any licensee until such radio address or radio program has been submitted to the Department of State and the approval of the Secretary of State has

(*Continued on page 50*)

McNary to Conduct Broadcast Survey

Named by Clear-channel Group For Engineering Studies

Mr. McNary

J. C. McNARY, technical director of the NAB, effective Oct. 21 began to devote full time to the engineering phases of the activities of the clear-channel group of 14 stations which organized about a year ago to protect such assignments. He has been granted a leave of absence from the NAB to enable him to undertake this work.

In appointing Mr. McNary, the clear-channel group adopted recommendations made by Philip G. Loucks, former NAB managing director, who was retained following the last NAB convention in July, to coordinate the activities of the group with particular regard to possible changes in the technical broadcasting structure which might be ordered by the FCC. Mr. Loucks was designated as coordinator until such time as he made recommendations for furtherance of the work.

Coordinating Work

MR. McNARY has been active in the technical survey of clear-channel coverage undertaken in cooperation with the FCC Engineering Department upon the request of the clear channel group. He has been the industry contact with the FCC, and has supervised the purchase and installation of automatic recorders at various points throughout the country, upon which data the study was based. It is this data also that is serving as the basis of plans considered by the FCC for a redistribution of broadcasting facilities.

Under the new arrangements made by the clear-channel group, Mr. McNary also will undertake whatever coordinating work is necessary among the stations. Mr. Loucks and Louis G. Caldwell, Washington radio attorney, were named as a committee to advise with Mr. McNary temporarily. Mr. McNary is establishing offices in the National Press Bldg., Washington.

Stations in the clear-channel group are WSM, WSB, WHAS, WJR, KFI, WGN, WHAS, WFAA, WBAP, WLS, WLW, WHAM, KNX, WOAI. James W. Baldwin, NAB managing director, declared that under the arrangement the NAB is not committed to any proposals which may be made by the clear channel group.

WMMN Joins CBS

WMMN, Fairmont, W. Va., announced Oct. 30 that it joins CBS effective Nov. 1. The station is licensed to A. M. Rowe Inc., of which George B. Storer, Detroit broadcaster and industrialist, is chief stockholder. The station operates on 890 kc. with 250 watts night and 500 watts until local sunset.

Agency Executives on the Pacific Coast Discuss Radio at First Annual Session

MORE than 150 advertising agency executives from all parts of the United States, representing every media, attended the first annual Pacific Coast convention of the American Association of Advertising Agencies held at Del Monte, Cal., Oct. 24-25.

Radio, agency management problems, competitive practices, methods of charging, interpretations of account management—"policy, viewpoint, attitude, procedure and functioning"—five points of view of vital interest to every agency were discussed during the two-day session. National significance was given to this first big meeting of Pacific Coast AAAA members with a number of leading Eastern agency executives addressing the Western advertising men.

The first day of the convention was devoted to a closed session for agency executives and many problems of vital importance were discussed at this "off the record" meeting. On Thursday evening an informal get-together of agency executives was held in the Bali room of the Del Monte Hotel. The Friday morning open business session was presided over by Henry O. Hawes, vice president and general manager, McCann-Erickson Inc., San Francisco. Discussions on agency business, space buying, outdoor advertising, newspaper advertising, periodicals and radio advertising took place.

Broadcasters Attend

BROADCASTERS attending this session included Sydney Dixon, NBC Los Angeles sales representative, and Lew Frost, NBC program director, San Francisco. John Benson, New York, president of the AAAA, and one of the principal convention speakers, discussed "The Illusions by Which Men Live". "If I Were A Space Buyer," was the topic by Norman Strouse, J. Walter Thompson Co., San Francisco. Don Francisco, vice president, Lord and Thomas, Los Angeles, spoke on "Trends in the Agency Business".

Other speakers included James W. Young, professor of advertising and marketing, University of Chicago; Howard Willoughby, general sales manager, Foster & Kleiser Co., San Francisco; Lewis E. Haas, business manager, *San Francisco Chronicle;* Carroll B. Larrabee, managing editor, *Printer's Ink,* and F. C. Carey, assistant advertising manager for *Time.*

AAAA members and guests participated in the golf tournament over the famous Del Monte course Oct. 25 and attended the president's dinner in the Del Monte Hotel auditorium that evening. John Francis Neylan, nationally known San Francisco attorney, was the guest speaker, with Louis Honig, Erwin-Wasey & Co. Inc., San Francisco, presiding as toastmaster.

Executives in charge of the convention were: General convention chairman — Louis Honig, Erwin-Wasey & Co. Inc., San Francisco; program chairman, Dana H. Jones, president, Dana Jones Co., Los Angeles; attendance committee chairman; Leon Livingston, Leon Livingston Adv. Agency, San Francisco; golf tournament chairman, J. C. Morse, Dan B. Miner Co., Los Angeles; convention secretary, Walter A. Burke, regional executive, AAAA, McCann-Erickson Inc., San Francisco; service secretaries, Ole G. Marby and John Tangney, AAAA staff.

On these committees taking an active part were the following: Don Francisco, vice president, Lord & Thomas, Los Angeles; Stanley G. Swanberg, Botsford, Constantine & Gardner, San Francisco; William T. Prosser, Strang & Prosser, Seattle; Joseph Gerber, Gerber & Crossley Inc., Portland; R. Lynn Baker, J. Walter Thompson Co., San Francisco; Dan B. Miner, Dan B. Miner Co., Los Angeles; Burt Cochran, McCann-Erickson Inc., Seattle; Francis Coykendall, Botsford, Constantine & Gardner, Portland; Fred W. Weeks, Brewer-Weeks Co., San Francisco; Barton A. Stebbins, Logan & Stebbins; William H. Horsley, The Izzard Co., Seattle.

Buying Radio Time

HARRY F. ANDERSON, NBC Western Division sales manager, San Francisco, gave an address prepared by Don E. Gilman, NBC vice president, San Francisco, the latter having been called to New York on business. Entitled "How I Would Buy Radio Time", the address listed the following points, given from the viewpoint of the advertising agent:

1. I would be sure that my space buyer or radio executive is an impartial, unprejudiced radio listener with a fine impersonal liking for a wide selection of radio programs; that he has a practical knowledge of the factors which control station coverage and circulation; that he is analytical enough to debunk extravagant claims of coverage, audience and listener interest; and lastly, that he is intelligent enough to realize that there are successful commercial programs on the air when he isn't listening and which he may never hear.

2. I would expect the account executive and market research department to have ready a satisfactory study of the possible market for the product so far as it relates to the type of buyer, whether it be a man or woman, or whether the approach should be through the child or all of them. This study should also reveal the possible frequency of purchase of the product.

3. Sales plans should be completed and the territory or territories in which distribution is to be secured, or increased, well defined. With this information it is possible to consider whether individual stations or networks will best serve the purpose.

4. Broadcasting should be considered at the same time as other media. If it is to be a general campaign using other media it should affect the decision respecting the radio plan.

5. If the product has national distribution there may be sectional buying habits to consider and this may affect the selection of stations, hours and program as well as the date determined upon for program presentation.

New NAB Members

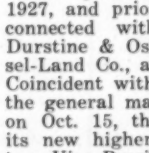
FIVE new member stations of the NAB were approved Oct. 17 at the board of directors meeting in New York. They are WBNY, Buffalo; WTAD, Quincy, Ill.; WNEL, San Juan, Puerto Rico; WMFR, High Point, N. C., and WCPO, Cincinnati. Total membership of the NAB now is 396.

QUILLIAM IS NAMED MANAGER OF KIRO

Mr. Quilliam

H. J. (Tubby) QUILLIAM, commercial manager of KOMO-KJR, Seattle, on Oct. 15 became general manager of KIRO (formerly KPCB), Seattle. Simultaneously, Birt F. Fisher, general manager of KOMO-KJR, announced the appointment of Hugh M. Feltis of the commercial staff of the stations as Mr. Quilliam's successor.

Mr. Quilliam joined KOMO in 1927, and prior to that had been connected with Batten, Barton, Durstine & Osborn Inc., and Bissel-Land Co., advertising agencies. Coincident with his assumption of the general management of KIRO on Oct. 15, the station dedicated its new higher-powered transmitter. Vice President Garner, in Seattle at the time, threw the switch which placed the new transmitter in operation.



Mr. Feltis

Mr. Feltis, before joining KOMO-KJR earlier this year, was commercial manager of KIDO, Boise, Idaho. He also has served with KVOS, Bellingham, Wash.; KXRO, Aberdeen, and was manager of KPQ, Wenatchee in 1933. Rapid promotion has marked Feltis' activity at KOMO-KJR. Commencing as a salesman, Nov. 1, 1934, he took over many of the leading accounts of these stations, and on Oct. 15, was appointed commercial manager.

SBS Now Represented By Free, Johns & Field

FREE, JOHNS & FIELD Inc. has taken over the national representation of the Southwest Broadcasting System, James L. Free, president of the firm of station representatives, announced Oct. 23. In addition to representing the SBS network of 12 stations in Texas, Oklahoma, Arkansas and Louisiana, it was stated that Free, Johns & Field will also individually represent KTAT, Fort Worth; KTSA, San Antonio, and KOMA, Oklahoma City.

"We regard these as replacements rather than additions," Mr. Free said, "and are planning shortly to make several changes in our list." C. L. Sleininger, treasurer of Free, Johns & Field, has returned from several days spent in the Southwest visiting these stations and discussing sales plans with Lee H. Armer, president of the network, and Elliott Roosevelt, new SBS sales manager. L. L. Jaquier, manager of KTSA, San Antonio, spent last week in Chicago in similar discussions with the Free, Johns & Field staff.

J. B. ROBERTS, 227 So. Willow St., Gastonia, S. C., has been authorized by the FCC to erect a new 100-watt station there on 1420 kc. Call letters are WJBR.

"Peoples" on the Air—People in the Stores

By DR. JULIAN W. POLLARD
Director of Promotion, Peoples Drug Stores, Washington, D. C.

Capital Drug Store Chain a Radio Booster as Popular Programs Are Combined With Good Salesmanship

IN WASHINGTON you've probably stopped in a "Peoples"—and bought something. So have thousands and thousands of others, because there are Peoples Drug Stores everywhere; 38 of them, in fact, in the Washington trading area. Keen merchandisers, Peoples Drug Stores were not particularly hepped up about radio. That is, until they found a formula. Now the Capital air is full of Peoples' broadcasts. And the stores are full of people, buying radio-advertised products.

THE USE OF RADIO as a medium for the local advertiser presents two major problems, in our opinion. First, the general lack of talent of network calibre; second, the high cost of building a radio show which will compare favorably with network offerings.

With the growth of network broadcasting and with practically all major programs emanating from the great centers of population where the finest and most expert talent congregates, it has become increasingly hard for the local advertiser to find program material to compete with the major network shows without using recordings, which must be announced as such.

This has left the local advertiser in many instances a choice of three operations: Spot announcements; electrical transcriptions; or the difficult task of finding suitable talent that can be economically worked into the limited budget which he has available.

Individual Problems

THE FIRST of these, spot announcements, can border on "chiseling" — working in on the audience which the national programs attract. The second, "electrical transcriptions", must be announced as such, and generally speaking, are difficult to adapt directly to individual or peculiar sales problems.

Peoples Drug Stores went into the question of radio with an open mind. We had used a considerable number of spot announcements with only fair returns. We had auditioned a number of electrical transcription programs. We became convinced that neither of these methods would meet our requirements. The spot announcements, and the glorified spot as represented by a single feature program, or transcription with one or two commercial announcements covering only one or two products, could not possibly serve. The operation of the Peoples Drug Stores covers seven distinct departments, seven merchandising problems, each department representing thousands of items of merchandise, many deserving advertising consideration.

This led to only one conclusion: If the Peoples Drug Stores were to use radio as an advertising medium, a program of long duration, with frequent opportunities to merchandise our products and a sufficient program value to sustain audience interest would be necessary. A thorough investigation of the field convinced us that two program types might fit our requirements: The "musical clock" type program, or play-by-play descriptions of baseball games.

In January, 1934, the Peoples Drug Stores were offered a play-by-play description of the out-of-town games of the Washington Senators, with Arch McDonald as commentator, on WJSV, the CBS outlet in Washington. The program, as offered, had two features: The play-by-play description by wire from the various parks of the American League, and in addition, a daily sports review of quarter-hour duration every night between 6 and 7 o'clock. A contract for 52 weeks was signed, and the Peoples Drug Stores *Sports Review*, with Arch McDonald, went on the air April 2, 1934.

The *Sports Review* conforms to general practice and has the conventional opening and closing commercial, as made by the regular station announcer. Each of our seven merchandising departments is assigned one night in the week, and one or two products from the department as selected by the department head, are pushed. Generally speaking these items are either specials or products of which the company has exclusive distribution.

The play-by-play broadcasts divide themselves, naturally, into ten breaks for commercials, located between the innings. These commercials include a wide variety of items and specials, as well as a general promotion of products sold exclusively at Peoples Drug Stores. This program is strictly informal, McDonald making the commercial announcements in his own way.

So much for the story—here is the pay-off. The Peoples Drug Stores feel that radio has been a very satisfactory medium; actual sales of the products advertised are showing a considerable increase over previous years. As one check on results, we offered a "lucky piece" coin to all listeners who went to our stores and purchased any item of merchandise which McDonald had advertised on his program. Ten thousand of these coins which we estimated would last us ten days or more, were taken up in less than three days. The "Hot Stove League", a similar promotion, gained a membership of some 3,000 before the membership list was closed. Still other promotions brought gratifying direct results and through it all a considerable amount of good will.

The Peoples Drug Stores renewed the contract with McDonald and WJSV three months in advance for the 1935 season. This fact in itself expresses our approval of, and satisfaction with, the program. This season, to more directly merchandise the games and the sports reviews, we decided to call the basement of our newest and finest store at 11th and G Streets, the "Radio Grill", and to build in the "Radio Grill" a complete small broadcasting studio. This private studio, after only two months, has already more than justified its existence. The idea has definitely increased traffic and business in the store. Hundreds of people come to the radio grill to see the broadcasts put on and of course buy merchandise while they are there. An unusual and visible proof of the wide-spread interest in broadcasting occurred in the "Radio Grill" a few weeks ago. As a stunt, Arthur Godfrey did his WJSV *Sun Dial* from 7:00 to 9:15 a. m. in the Radio Grill and although the grill normally opens at 10:30 in the morning, on this occasion more than 700 people came during the early morning hour.

No discussion of this program could be complete without a tribute to Arch McDonald personally, and to WJSV, and its staff. The success of the program has been in a large measure due to the friendly personality of Arch; his genuine love of sports; his knowledge of the games and the players, and his ability to give his story in an interesting, informal way.

The support of WJSV and its staff has always been most helpful. Its services and facilities have always been available in many ways beyond the usual contract specifications and we feel that the success of this feature is in no small measure due to genuine cooperation and enthusiasm of the people who are associated with it.

RADIO SELLS RADIO SETS

Seattle Cooperative Show Leads to Business Boom For Distributors in That Region

SEATTLE distributors of radio sets, who staged a joint radio show and broadcast series on KOMO-KJR, that city, have been riding the crest of a buying wave that followed the campaign. RCA-Victor, General Electric and Grunow dealers cooperated in the drive.

Following a series of advance announcements, the show was staged in the auditorium of Frederick & Nelson department store. For an hour each afternoon during the week a variety show featuring KOMO-KJR artists played to capacity crowds. The programs were carried over KOMO, except for the final, which was broadcast by KJR. The three makes of radios were on display during the programs and sales demonstrations were staged before and after the broadcasts. With overflow crowds attending, loud speakers were installed throughout the store.

Statements from the sponsors testify to the success of the venture. L. Fried, head of the radio department at Frederick & Nelson, says: "The radio show was a complete success. There is no doubt but that it created considerable radio interest and laid a foundation for future business. I sincerely hope that at some future time we may again work together on perhaps even a larger enterprise."

F. A. Block, district sales manager for General Electric, wrote to Joseph Hiddleston, KOMO-KJR salesman who handled the broadcasts: "I would like to convey our appreciation of the excellent way in which you handled the Frederick & Nelson radio matinee. The results were entirely satisfactory and with the business which resulted and the interest which was created, which will lead to considerable future business, I am of the belief that the investment for this type of advertising is one of the best values for dealers today. It has been our experience in this territory that radio programs and spot announcements have been one of the most effective means of stimulating our business. I believe the dealers through the results which they have obtained are constantly becoming more sold on this type of advertising."

Kennon A. Connelly, vice president of F. B. Connelly Co., Northwest distributors of Grunow radios, said: "The manner in which the radio matinee was so ably handled by your organization, was, in our opinion, most profitable for Frederick & Nelson and the products featured during the show. The character of your show was certainly high and I want to compliment you particularly on the variety of the entertainment which gave the audience and the auditors a complete cross-section of typical radio features, with all of their interesting mechanics and technique."

Government Radio Ownership Endorsed by A. F. of L. Conclave

Adopts Report Charging Monopoly Both By Newspapers and Radio; Asks Congress Inquiry

A PROPOSAL espousing nationalization of broadcasting in the United States, and ordering preparation of legislation to that end for consideration by the next session of Congress, was unanimously adopted Oct. 19 by the annual convention of the American Federation of Labor, in Atlantic City.

Alleged monopolistic tendencies of newspapers as well as broadcasting were emphasized in a committee report which, as adopted, instructed William Green, A. F. of L. president to investigate the subject and "cause to pe prepared and introduced" in Congress legislation which would accomplish the purpose. The legislation was proposed initially by the printing trades unions of the organization, which charged that radio, by diverting advertising from newspapers, was causing unemployment among printers.

The resolution offered by these unions, however, was sidetracked in favor of the committee report, which ordered the investigation and action by President Green. The action of the Federation is summed up in full in the following textual matter from the convention proceedings:

Text of Resolution

RESOLUTION No. 198 — By Delegates International Typographical Union, International Printing Pressmen and Assistants' Union, Brotherhood of Bookbinders, International Stereotypers' and Electrotypers' Union of International Photo-Engravers' Union of North America.

WHEREAS, The Congress of the United States, recognizing the importance of radio communications, has specifically reserved control of radio to Congress, and specified that radio broadcasting licenses be issued only to serve public interest; and

WHEREAS, Contrary to the pronounced intent of the Congress two monopolistic groups now virtually dominate American radio broadcasting and use these radio facilities, the property of the people, simply as a means for additional enrichment rather than to serve public interest; and

WHEREAS, In their mad desire for additional enrichment these radio monopolists have been able to divert almost one hundred millions of dollars of advertising from newspapers and magazines to radio, thereby depriving some 40,000 or more skilled printing trade workers of much-needed employment opportunities; and

WHEREAS, These radio monopolists now operate theatres to which are exclusively invited—free—those who advertise by radio and friends of those advertising agencies, which agencies control the placing of advertising; and

WHEREAS, It is apparent that public interest will not be served by those who seek only additional enrichment for themselves and render no service in the public interest and experience has proven that public interest will only be served by having the government, as is done in Great Britain, Canada and most all other countries, exclusively operate such radio broadcasting stations as are necessary to truly serve public interest; therefore, be it

RESOLVED, That the American Federation of Labor, in annual convention assembled, authorize and direct its officers to petition the Congress of the United States for the enactment of legislation wherein all existing radio broadcasting licenses be cancelled at the expiration of the present license period and that all radio broadcasters thereafter be operated exclusively by a governmental agency, to be set up by action of the Congress, with commercial advertising on such radio stations restricted to not more than two hours of each day, of which not more than one hour be used for advertising after sundown; and, be it further

RESOLVED, That all local unions, central labor unions and State Federations of Labor be directed to interview the Congressmen and United States Senators from their respective Districts and States, and secure from them a pledge, if possible, that they will work in Congress for the enactment of the legislation herein proposed

Resolution No. 198 introduced by the delegates of the Printing Trades International Unions deals with monopolistic control of agencies of public information. It calls upon the convention of the American Federation of Labor to authorize and direct its officers to initiate legislation in the Congress providing for government ownership and control of radio broadcasting stations. It also provides for limitation of time to be devoted to commercial advertising. We are informed the resolution is not intended to outline the provisions of the legislation to be prepared and submitted to the Congress; its purpose being to declare the policy of the American Federation of Labor upon a subject which is of paramount importance to all the people. As a substitute for Resolution 198 your committee recommends as follows:

Available information is conclusive that the ownership and control of radio broadcasting is rapidly passing into the hands of the daily newspaper publishers. There being but two avenues by which the great mass of our citizens can be reached, your committee believes that to permit a monopolized private control of either or both methods would constitute a serious menace to political democracy and the welfare of our people. Newspaper publishing and radio broadcasting are rapidly passing under a more centralized control. While the Constitution guarantees a free press, it is observed only in maintaining freedom of expression for those who own and operate newspapers and those whose utterances the publishers desire to admit to their columns.

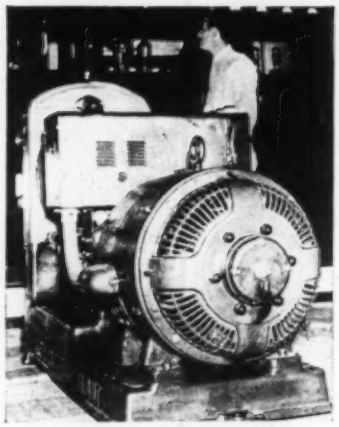
Your committee believes that radio and newspapers and all sources of public information should be freed from monopolistic control and operation. Your committee recommends that the president of the A. F. of L. be and is hereby instructed to investigate the subject and cause to be prepared and introduced in the Congress during its next session, legislation which will make effective the purpose declared in this report.

Facsimile Discussed

FOLLOWING the presentation of the resolution and report, and just prior to adoption of the latter, Delegate Howard, of the Typographical Union declared there is a condition rapidly growing in the United States which will, at an early date, "result in monopolistic control of both newspapers and radio". At present, he asserted, there are 165 cities in which newspapers are under the control of one individual or corporation, with purchases and mergers pending which "means that the newspapers are rapidly passing to a centralized control."

He said the same is happening in radio. At the beginning of 1934, he asserted, there were 100 stations owned or controlled by newspapers, with the total now 134, with some 20 such applications not yet acted upon.

"There is a new development more important and taking control of the radio than the daily newspapers," continued the delegate. "A patent has been issued or is about to be issued under the name of what is known as a facsimile radio, which means that when you go to bed at night you can turn off your radio, and in the morning you can go to a basket in the front of the machine and pick out a facsimile of the morning newspaper. I consider this one of the most important questions in which the A. F. of L. should interest itself. It appears to me it is the only avenue by which they can be reached and saved to the people, through nationalization of radio, and I am heartily in sympathy with the report of the committee and trust that the Executive Council will initiate action along this line before it is too late."



Florida Station's Power Standby

POWER FOR WIOD

Emergency Plant Is Installed To Provide Electricity

IN FUTURE emergencies, WIOD, Miami, will be prepared against ravages of hurricane and storm with a 10,000-watt Kohler power plant capable of operating the station and the Miami police transmitter at full power. The equipment was ordered by phone immediately after the recent hurricane by Dan J. Mahoney, president, and Jesse H. Jay, manager, of WIOD. It arrived a short time later by express.

During the Labor Day hurricane, WIOD and WSUJ, the latter a short-wave station aboard Mr. Jay's boat, aided in informing Miami of storm warnings and supplied information from the grounded steamer *Dixie*. Mr. Jay has been commended for the hurricane activity by Admiral Cary T. Grayson, chairman of the Red Cross.

Young & Rubicam Adds Everett, Von Zell, Weaver To Its Radio Department

YOUNG & RUBICAM Inc., New York, has expanded its radio staff with the addition of Tom Everitt, writer-producer; Harry Von Zell, announcer-producer, and Pat Weaver, program builder and producer. William R. Stuhler is radio director of the agency and Don Stauffer is manager of the radio department. Everitt, who will scout talent and formulate new ideas, entered radio as a writer of *The March of Time*, later entering the production end and then writing for Warner Bros. films.

He resigned as radio director of J. Stirling Getchell to join Young & Rubicam. Von Zell has been on the CBS announcing staff several years. He began his radio career on the West Coast and has participated in many important commercial programs. He is the voice of the *Pathe Newsreel*. When previous contracts expire he will work exclusively for the agency. Weaver is a former announcer of KHJ, Los Angeles, and program director of KFRC, San Francisco.

Von Zell has resigned from CBS, and is now serving as announcer on the Gulf Refining Co. (CBS) and the United Cigar Stores (MBS) shows. On Nov. 6 he also joins the *Town Hall Tonight* program with Fred Allen, sponsored on NBC-WEAF by Bristol-Myers Co., New York.

Differences Ironed Out, RMA and NAB Proceed With Plans for Awards

HAVING composed differences and misunderstandings as to how the result can be achieved, committees representing the NAB and the Radio Manufacturers Association have decided definitely to proceed with the plan to set up radio awards for conspicuous service, paralleling the Pulitzer awards in journalism. A meeting was held in New York Oct. 16, which resulted in a clearer understanding of the project.

It developed at the meeting that the RMA group had a somewhat different conception of the plan than the broadcasters, the former apparently having had in mind program awards and use of broadcasting stations in promoting them. The NAB, on the other hand, believes the awards should be made to stations and individual broadcasters on the basis of outstanding contributions to public service, as well as program proficiency.

Following the joint session, the NAB board of directors adopted a resolution favoring the project and authorizing its committee to collaborate with RMA. More than likely, James W. Baldwin, NAB managing director and Bond Geddes, executive vice president of RMA, will devise a tentative program for consideration of the joint committee in the hope of working out a plan which will make the awards possible next year.

Those who attended the Oct. 16 meeting included Lambdin Kay, WSB, Atlanta, chairman of the NAB committee; Burridge D. Butler, WLS, Chicago; Fred Willis, assistant to President William S. Paley, of CBS, as proxy for Mr. Paley, and G. E. Zimmerman and Walter Koons, NBC, attending for M. H. Aylesworth, NBC president. The fifth NAB member is Leo Fitzpatrick, NAB president, who was unable to be present.

RMA members present included Powel Crosley Jr., Crosley Radio Corp., chairman of the committee; Leslie F. Muter, RMA president; E. F. McDonald Jr., Chicago, president of Zenith Radio Corp.; Sayre M. Ransdell, proxy for James M. Skinner, president of Philco, and Mr. Geddes.

CBS Will Welcome WWL As New Orleans Outlet

WWL, New Orleans, 10,000 watt clear channel station operated by Loyola University, on Nov. 1 becomes the CBS outlet in that city, replacing WDSU. A dedicatory program, welcoming the station to the network, is to be broadcast from 8:30 to 9:30 p. m. Nov. 2 over the CBS Coast-to-Coast network.

"The program," said Capt. A. C. Pritchard, general manager of WWL, "will be on 'New Orleans, City of Contrasts'. Events in the history of the city will be dramatized and listeners will be taken on trips about the city, to such places as Jackson Square, the Cabildo and St. Louis Cathedral. By way of contrast they will be taken to the Old Absinthe House and to the Blue Room of the Roosevelt Hotel."

CALL letters of KPCB, Seattle, have been changed to KIRO, by authority of the FCC.

Television as the British Will View It

Technical Details of the High-definition Transmissions To Be Introduced to London Audience Next Year

UPON THE acceptance by the London public of the two systems of television to be introduced there next spring by Baird and Marconi - EMI, may depend the future course of visual broadcasting in the United States. Hence this article and these technical explanations of the two systems, reprinted from Wireless World of London with permission. In considering these two British systems, it must be remembered that the Marconi Company has a patent and idea interchange agreement with RCA — and that David Sarnoff, RCA president, has repeatedly asserted American television developments are in advance of anything in Europe.

THE EAGERLY awaited details of the transmitting arrangements which will be employed on the opening of the Alexandra Palace ultra - short wave station have at last appeared and the full statements issued by the Baird and Marconi-E. M. I. (Electrical Music Industries) companies are printed at the end of this article. The details given are chiefly about the form of the synchronising signals and are essential to the design of a receiver. Their practical interpretation in receiver design is, of course, a matter which is left to the designers of the equipment, and there is no doubt that many different solutions to the problems involved will be found.

In spite of the differences between the Baird and Marconi - E. M. I. transmissions many points of similarity are to be found. Owing to the irregular nature of the modulation it is hardly possible to picture the transmission in the familiar way as a carrier having a constant average amplitude but an absolute amplitude which varies from moment to moment about the mean. With television it is much more convenient to work in terms of the maximum amplitude during 100% modulation; this is an amplitude just double that of an unmodulated carrier.

Synchronising Impulses

THE PICTURE itself is conveyed by changes in the carrier amplitude over a range of 40% to 100% in the case of the Baird transmissions, and over a range of 30% to 100% in the case of those transmitted by the Marconi - E. M. I. system. Thus Baird uses 60% of the total available range of amplitude for conveying the picture, and Marconi-E. M. I. 70%. The remaining portion of the carrier amplitude range is not wasted but used for synchronising. In each case a rise in carrier amplitude corresponds to a brightening of the picture, and the gear should be so adjusted that black occurs for a 40% amplitude for Baird transmissions and 30% for Marconi-E. M. I. A fall in the carrier below these values can then cause no change in the picture, for the light-spot is already extinguished. The 40 and 30% amplitudes can be thought of as a sort of dividing line between the picture impulses and the synchronising, for at suitable intervals the carrier amplitude falls from this line to zero to give synchronising pulses.

Now in the Baird system there are 25 pictures a second and 240 lines to a picture, so that there are 25 synchronising impulses a second for the frames and 6,000 for the lines. The line synchronising pulses occur at the start of each line and each occupies 8% of the total time of traverse for one line. In addition, a further 2% is occupied by a black edging to the picture. A total of 10% of the line time is thus occupied by the synchronising pulse and the edging, and the receiving gear should be so arranged that the return stroke of the time - base occurs within the 2% devoted to the border in order that it may be invisible.

A similar procedure is adopted in the case of the frame pulses. Here the synchronising pulse occupies 12 lines and the edging 8 lines, so that out of the total of 240 lines forming a complete frame, only 220 appear in the actual picture.

Now in the Marconi - E. M. I. system the arrangements are rather more complex because in an effort to reduce flicker, interlaced scanning is used. There are actually 50 frames a second and 405 lines, but this statement must be interpreted differently from usual, for there are neither 50 complete pictures a second nor 405 lines to each frame. Actually, there are 50 half-pictures a second, each containing 202.5 lines. In effect, in each half-picture, each line is spaced from its neighbors by twice the normal amount so that there is an appreciable gap between the lines. The next half-picture scans the bits missed by the first and fits into the gaps left by the first. Thus the second picture is similar to the first but is staggered slightly so that its lines fall into the gaps between the lines of the first.

As in the Baird system, a portion of each line is used for the synchronising impulses, and 15% of the total time occupied by one line is allotted to this, 10% of the line time being devoted to the actual synchronising impulse and 5% to the provision of a black edge to the picture during which the return stroke of the cathode - ray gear can take place. Thus a total of 85% of the line is used to provide the picture.

Receiving Sets

CERTAIN lines are also devoted to the synchronising, and between frames there is an interval of 10 lines, so that the number of lines in each frame actually effective in producing the picture is 192.5. The frame synchronising consists of two pulses for each line, each pulse being equal in length to 0.4 line and separated by an interval of 0.2 line. At least 3 lines (6 pulses) will be transmitted in this way, but up to 6 lines (12 pulses) may be used, the remaining 7 to 4 lines being black with the normal lines synchronising signal at the commencement of each.

The precise position of the frame synchronising impulses depends upon the picture being transmitted. In the case of the first frame, the first synchronising pulse occurs exactly one-half line after the commencement of a line, so that whereas an ordinary line is made up of 10% line pulse, 5% black and 85% picture, the first synchronising line of the first (and all odd numbered) pictures is made up of 10% line pulse, 5% black, 35% picture, 40% frame pulse, 10% black. The next line, however, starts off with 40% frame pulse, 10% black, 40% frame pulse, 10% black, and so on.

	Baird.	Marconi-E.M.I.
Number of frames per picture	1	2
Number of frames per second	25	50
Number of lines per picture	240	405
Number of lines per frame	240	202.5
Number of lines per second	6,000	10,125
Picture ratio	4 : 3	5 : 4
Number of lines in each frame for synchronising	12	3—6
Number of lines in each frame for black edging	8	7—4
Number of lines in each frame for picture	220	192.5
Proportion of each line devoted to synchronising	8%	10%
Proportion of each line devoted to black edging	2%	5%
Proportion of each line devoted to picture	90%	85%
Total time in micro-seconds of whole line synchronising portion	166.666	98.765
Total time in micro-seconds of black edging portion	13.333	9.876
Total time in micro-seconds of picture portion	3.332	4.983
Total time in micro-seconds of	150.0	83.95
Total time in milli-seconds of whole frame synchronising portion	40	20
Total time in milli-seconds of black edging portion	2	0.2963—0.5926
Total time in milli-seconds of picture portion	1.333	0.6914—0.3951
Ratio of black edging to picture, i.e., stroke to fly-back of time-base	36.666	19.0121
Ratio of black edging to frame	27.5 : 1	27.5 : 1—48.1 : 1
Ratio of black edging to line	45 : 1	17 : 1
Range of modulation depth for black to white in picture	40—100%	30—100%
Tolerance during programme	± 2.5%	± 3%
Additional day to day tolerance	—	± 3%
Range of modulation depth for synchronising	0—10%	0—30%

The second picture (and all even numbered pictures) is different, for the first line devoted to the framing synchronisation does nothing else. The first 40% line pulse occurs at the start of this line and is followed by a 10% black, another 40% pulse, and concludes with 10% black just as do the other lines in all the pictures, whether even or odd.

In the case of receiving equipment designed to operate from both types of transmission, one of the chief requirements is obviously that the time bases shall respond correctly to the different synchronising signals employed. Means must also be provided for changing the frequencies generated. For Baird reception, one time base must give 25 strokes a second and the other 6,000, whereas for Marconi-E. M. I. transmissions one time base must give 50 strokes and the other 10,125. Moreover, the relative outputs of the two time bases must be altered, for the picture ratio of Baird transmissions is 4:3, whereas that of the Marconi-E. M. I. is 5:4. The Marconi-E. M. I. transmissions involve higher modulation frequencies than the Baird, and the highest frequencies involved are about 2 mc/s instead of only 1 mc/s.

The statements issued provide the essential data upon which the design of receiving equipment must be based, and are consequently invaluable to all designers and experimenters in this field. It should be emphasised, however, that the information is only basic and an enormous amount of work is waiting to be done in the development of simple and reliable gear which can hardly be started until the commencement of regular television transmissions. It is to be hoped, therefore, that these will not be much longer delayed.

Details of Baird Signal

THE DRAWING, Fig. 1 [Page 20] gives complete details of the waveform for picture modulation and synchronising impulses. From this it will be seen that, using the arbitrary aerial current units of zero to 100, the total modulation for synchronising (black) extends between the tolerance limits of zero to 5 and 37.5 to 42.5, while the picture modulation (black to white) extends between the tolerance limits of 37.5 to 42.5 and 100.

It will be noted that the high-frequency synchronising impulse is rectangular in shape and is maintained for 8% of the total time taken in tracing the line, and occurs between the *line* traversals. The low-frequency synchronising impulse, which is also rectangular in shape, is maintained during the time that 12 lines are traced, and occurs between the *frame* traversals. These traversals, as seen by an observer looking at the received image from the front, scan from left to right (line) and from top to bottom (frame).

The drawing also shows that, in addition to the above 8% of the line traversal time occupied by the high-frequency synchronising impulse, a further 2% is masked off to form a black edging. Similarly, an additional 8 lines are masked off in the case of the low - frequency synchronising impulse for the same purpose.

The total number of lines in the

(*Continued on page 20*)

NAB May Advise Broadcasters To Extend ASCAP Contracts

Advisability of Five-year Extensions Considered; Resumption of Government Suit Set for Jan. 6

BROADCASTING stations may be advised shortly by the NAB to seek five-year extensions of their present performing rights contracts with the American Society of Composers, Authors & Publishers. Present contracts expire Dec. 31, and an offer of five-year extensions first was made by E. C. Mills, ASCAP general manager, on June 17 in a letter to Alfred J. McCosker, then chairman of the NAB copyright committee.

While no official word that such a decision had been reached could be procured from NAB headquarters, it was learned that the NAB board of directors at its meeting in New York Oct. 17 discussed the advisability of taking this course and instructed its managing director, James W. Baldwin, to consider such a move. It probably will be the business of another board meeting to be called prior to Dec. 31. All NAB board members and officers were present at the Oct. 17 meeting except Ralph Brunton of KJBS, San Francisco.

The board also instructed Mr. Baldwin to prepare a report and recommendations dealing with the possible working out of a "per piece" or measured-service basis of copyright payment, under which users would pay fixed prices for each number performed. He was asked to submit this report prior to Dec. 31. This action was taken in accordance with the mandate of the last NAB convention, which adopted a resolution supporting the principle of measured-service compensation.

Internal ASCAP Strife

THE MEETING was called primarily to discuss the entire copyright situation, still confused by the internal strife within ASCAP, the government anti-trust suit against the combine, and the repudiation by ASCAP of its original offer last June to renew contracts for five years under present terms. Warner Bros. music publishing houses, controlling some 40% of the ASCAP catalog, still have not signed with ASCAP, and, so far as known, maintain that they will withdraw as of Jan. 1, and license their music independently. It is generally believed, however, that Warner Bros. will return to the ASCAP fold before the year ends.

Mr. Baldwin reported to the board, it is understood, that he had inquired at the Department of Justice whether it at any time authorized or would authorize any statement to the effect that broadcasters should not undertake to negotiate a more favorable contract with ASCAP during the pendency of the anti-trust suit. The Department's answer, he informed the board, was that it has not and will not authorize a statement that broadcasters shall not undertake to negotiate such contracts as they can during the pendency of the suit.

At present broadcasting stations, with a few notable exceptions, are paying ASCAP 5% of their net receipts, which really means gross receipts, plus an arbitrary sustaining fee. The revenue to ASCAP this year, it is estimated, will be in the neighborhood of some $3,000,000, which broadcasters contend is exorbitant. In the now-famous June 17 letter to Mr. McCosker, Mr. Mills offered to extend all present contracts for five years under present terms upon application from stations. Subsequently, however, he proposed a new rider, the effect of which would be that even if Warner Bros., with its 40% of the ASCAP catalog, withdraws from the combine, stations would still pay the percentage on their gross for the remaining 60% of the catalog. They were given the option, however, of cancelling the ASCAP contract altogether if there was a substantial diminution in the ASCAP catalog.

Every phase of copyright was discussed during the board meeting. It was decided not to appoint a copyright committee as such. Should developments prior to Dec. 31 warrant another board meeting, it was indicated, prompt steps will be taken to call one.

Trial Postponed

WHILE the board was holding its meeting, the Federal District Court for Southern New York decided to resume the Department of Justice suit against ASCAP and some 125 other defendants on Jan. 6. The trial was recessed last summer.

Federal Judge Henry W. Goddard met with counsel for both sides Oct. 17 and decided upon the Jan. 6 resumption date, with the possibility that it may be deferred a week. Mac Asbill, special assistant to the Attorney General, appeared for the Government, with Nathan Burkan, ASCAP general counsel, representing the defense along with several other attorneys. When the trial was recessed last summer, Judge Goddard tentatively set Nov. 4 for its resumption, but had asked counsel to confer with him a fortnight before that date to discuss the matter.

The case is being pursued by the Government with unrelenting vigor, and broadcasters, along with motion picture exhibitors and hotels, are anxious to see it brought to a swift and decisive conclusion. All three groups repeatedly have charged that ASCAP is an illegal monopoly in restraint of trade.

An article in the Oct. 19 issue of the *Saturday Evening Post* by Alva Johnston, titled "Trouble in Tin Pan Alley", was viewed by many in the broadcasting industry as propaganda in support of ASCAP. The article sought to justify the operations of ASCAP, and was critical both of the Duffy copyright bill and the Department of Justice anti-trust suit. Considerable space was devoted to radio and its dependence upon ASCAP music. The article, it is understood, is being showered upon people in public life by ASCAP—just as it has done in the past with its propaganda broadsides.

Did He Use Borax?

JAMES LYONS, NBC sound effects man, San Francisco, has cooked eggs, bacon and steak to obtain the sounds of these actions, but he went even further in a recent *Death Valley Days*, sponsored by Pacific Coast Borax Co., broadcast, when, to simulate the sound of a prospector washing clothes, he washed two pairs of socks and five handkerchiefs before the microphone.

FOREIGN RELAYS INCREASING

Many Programs Relayed From London Now Compare Favorably With Local Broadcasts

WITH three representatives abroad, and England planning to send a representative here, the United States receives far more programs relayed from foreign countries than they receive from us, according to network figures on foreign broadcasts. These figures, of course, do not include high-power emissions not relayed over the ocean.

In the first nine months of 1935, NBC presented 184 international broadcasts from some 20 countries and several from ships in mid-ocean. Among outstanding programs was that from Addis Ababa Sept. 13 when Emperor Haile Selassie, of Ethiopa, discussed the Italian - Ethiopian situation. On Sept. 30, Edward W. Beattie, UP correspondent, spoke from Addis Ababa. The Emperor's broadcast was one of the best signals ever received from Ethiopia. In most of the international broadcasts reception was good, according to NBC.

In the 12 months ended with September, CBS spanned the oceans 144 times, broadcasting from 25 foreign countries in every part of the world. Broadcasts from England rated highest in general average of those transmitted by short wave and rebroadcast to the American audience. Of the programs, reception was judged by CBS engineers as follows: 21% excellent; 12% very good; 39% good; 25% fair; 2% fair; one program "N. G".

Among colorful CBS broadcasts were those from Cairo with the reading of the Koran by Sheik Sayed Sultan; from Monte Carlo for the click of roulette wheels; from Vatican City for the voice of the Pope on Easter morning. During the 12-month period, CBS also exchanged two - way broadcasts with the second Byrd Antarctic Expedition, with only 6 of the 53 attempts being unsuccessful.

CBS engineers found that while broadcasts from England compared favorably with local transmissions, programs from much greater distances often received better marks than the more frequent broadcasts from London and Paris.

BIJUR LEAVING CBS, RATNER GETS POST

WITH the resignation of George Bijur as CBS director of sales promotion, Victor Ratner, for the last few years with the network's advertising and sales promotion department, will succeed to the post, CBS announced Oct. 28. Mr. Ratner has been assistant to Paul Kesten, CBS vice president. Mr. Bijur, who joined CBS last March, leaves Nov. 25.

Mr. Bijur formerly was with L. Bamberger & Co., Newark, as director of publicity and sales, and was also connected with Erwin, Wasey & Co., handling the General Foods accounts. He plans to open an advertising and sales promotion service at 110 East 42d St., New York. The Bijur Lubricating Corp., Long Island City (automotive and industrial equipment), and Bing & Bing Inc., New York (builders and operators of hotels and apartments), will be among his first clients.

Commercial Radio In England Seen

PLANS for introduction of commercial broadcasting in England have been devised should the government-operated British Broadcasting Corporation be denied a renewal of its non-commercial charter in 1936, according to reports published in the British press.

The reports state that a new company, the Commercial Broadcasting Corp., of Great Britain, already has arranged for the opening of three stations, should the BBC charter, which ends next year, be terminated. The reports quoted David S. Cecil, as director-general of the new corporation, to the effect that while no decision yet has been reached by the Royal Commission on the BBC charter, he felt the non-commercial monopoly would not be continued after the charter terminated.

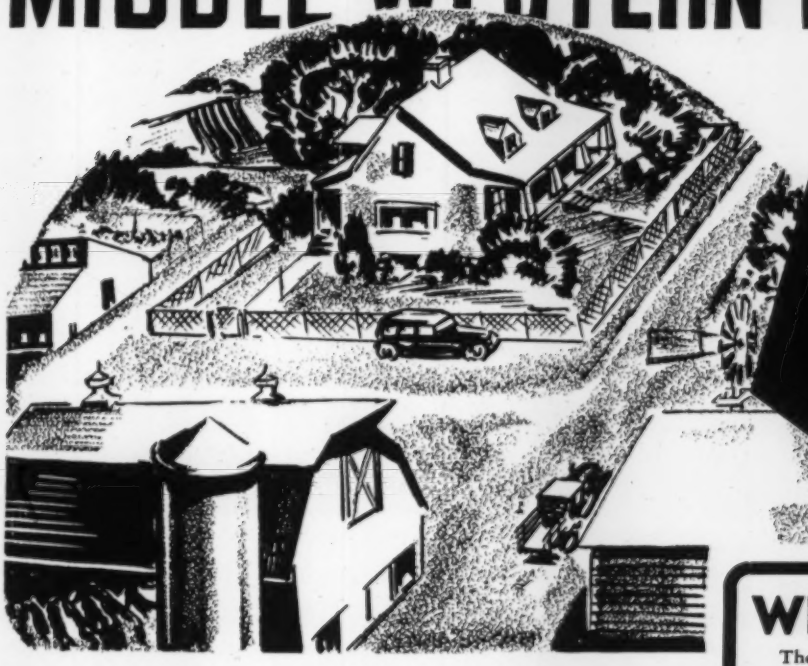
"But," said the report published in *Advertisers' Weekly* of London, "whatever the decision is, there will be a period of a fortnight between 1936-37 when the air will be free, for two weeks must elapse between the expiration of the charter and the granting of a new one. During this period, we shall be putting over sponsored programs which, we hope, will arouse pubilc opinion sufficiently for us to continue". He said that 300 advertisers were lined up for the venture, with studios to be operated entirely upon American lines. Programs will be entertainment only, he added, with announcements made judiciously. New studios were said to be under construction in London.

WOR's Trade Barometer

AN INCREASE in summer business of 70% over last year is construed by WOR, Newark, as a barometer of better business throughout the nation. In the four warm months 676 hours and 53 minutes were used for commercial programs, compared to 397 hours and 47 minutes for the same period in 1934.

STERLING PRODUCTS Inc., New York, has added WGY and WTIC to the list of 28 stations now carrying the Phillips cosmetic thrice-weekly transcription series.

What do YOU WANT TO *SELL to* 300,000 WELL TO DO MIDDLE WESTERN FARM FAMILIES



MODERN FARMS LIKE THIS WITH *Metropolitan Needs*

This is the best "farm year" since 1929!

WREN covers a rich farm market, as well as one of America's more important metropolitan areas—a total of over 3,600,000 people live within the 150-mile radius of the WREN transmitter site which is strategically located between the cities of Kansas City, Missouri, Kansas City, Kansas, Topeka and St. Joseph. Iowa, Kansas, Missouri, Nebraska and Oklahoma farmers, over 300,000 major farm families within range of WREN's voice, have money to spend—they are enterprising, ambitious, and purchase luxuries as well as necessities.

No radio station offers so excellent an opportunity to sell this major farm and livestock market together with the metropolitan areas of the Kansas City Trade Territory.

Let us prove that WREN can do a real selling job for you.

WREN Farms The Land, Too

The owners of WREN own and operate farms and ranches. This close association with the problems of the farmer and livestock raiser enables the management of WREN to better understand the requirements of the rural listener in radio broadcasting. From time to time the farmers and livestock raisers are invited to visit the "Model WREN Farm and Herd", and they do so in large numbers.

"Bernie Domino" from the WREN Herd—A blue ribbon winner in numerous livestock shows throughout the United States.

Chicago Branch Office
RAY LINTON
360 No. Michigan
Tele. State 9493

WREN

Business Office and Principal Studios
WREN Building
Lawrence, Kansas

Only outlet for NBC Blue Network Programs between St. Louis and Denver — 900 miles.

Technical Status of British Television

(Continued from page 17)

complete picture is 240, scanned sequentially and horizontally at 25 picture traversals per second and 25 complete frames per second. The line frequency is thus 6,000 impulses per second and the frame frequency 25 impulses per second. The dimensions of the observed picture have the ratio of 4 horizontal to 3 vertical.

Amplitude modulation is employed, which results in light intensity modulation in the observed picture, the transmitter carrier increasing towards the white. The line synchronising signals and the frame synchronising signals are in the sense opposite to increasing picture modulation. The maximum frequency band involved in the transmission is 2 megacycles and the average component of light in the picture is transmitted, a black in the picture being transmitted as black and a white transmitted as white, in accordance with the modulation percentages referred to above.

Marconi-E. M. I. System

THE MARCONI-E. M. I. television system transmits 25 complete pictures per second, each of 405 total lines. These lines are interlaced so that the frame and flicker frequency is 50 per second. The transmitter will radiate signals with sidebands extending to about 2 megacycles either side of the carrier frequency. Good pictures can be received utilising only a fraction of the radiated band, but, naturally, the quality of the received picture will depend upon the degree to which the receiver makes use of the transmitted band width. The transmitted wave-form is shown in Figure 2.

(1) Line Frequency—10,125 lines per second, scanned from left to right when looking at the received picture.

(2) Frame Frequency—50 frames per second, scanned from top to bottom of the received picture.

(3) Type of Scanning—The scanning is interlaced. Two frames, each of 202.5 lines, are interlaced to give a total of 405 lines with a complete picture speed of 25 per second. The line component and the frame component of scanning are regularly recurrent, the interlace being derived from the fractional relationship between line and frame frequencies. An explanation of the method of interlacing is given at the end of this specification.

(4) Interval Between Lines—There will be intervals between the vision signals of successive lines, which intervals provide time for the transmission of a line synchronising signal and also provide time for the return of the cathode ray beam to the beginning of the next line. The minimum interval between the vision signal of successive lines will be 15% of the total line period (1/10125 sec.), the first 10% of this interval between lines being occupied by the line synchronising signal and the remaining 5% by a signal corresponding to "black" in intensity. The remaining 85% of the total line period is available for transmitting vision signals.

(5) Interval Between Frames—There will be intervals between the vision signals of successive frames. The minimum interval between frames will be 10 lines, leaving a maximum of 192.5 active lines per frame, or 385 active lines per complete picture.

(6) Picture Ratio—The picture ratio will be 5:4, that is to say, the distance scanned during the active 85% of the total line period will be 5/4 times the distance scanned during the 192.5 active lines of the frame.

(7) DC Modulation—The picture brightness component (or the DC modulation component) is transmitted as an amplitude modulation so that a definite carrier value is associated with a definite brightness. This has been called "DC working", and results in there being no fixed value of average carrier, since the average carrier varies with picture brightness. The radio frequency transmitter output is specified in what follows as a percentage of the peak output. This percentage is in terms of current (or voltage) and not in terms of power.

(8) Vision Modulation—The vision modulation is applied in such a direction that an increase in carrier represents an increase in picture brightness. Vision signals occupy values between 30% and 100% of peak carrier. The amount by which the transmitted carrier exceeds 30% represents the brightness of the point being scanned.

(9) Synchronising Modulation—Signals below 30% of peak carrier represent synchronising signals. All synchronising signals are rectangular in shape and extend downwards from 30% peak carrier to effective zero carrier.

(10) Line Synchronising Signals—The line synchronising signals are of one-tenth of a line duration, and are followed by a minimum of one-twentieth of a line of black (30% peak) signal.

(11) Frame Synchronising Signals—The frame synchronising signals comprise a train of two pulses per line, each occupying four-tenths of a line and having one-tenth of a line interval of black (30% peak) signal between them. At the end of even frames the first frame impulse starts coincident with what would have been a line signal. At the end of odd frames the first frame pulse starts half a line after the preceding line signal. At least six frame signals will be transmitted at the end of each frame, but the number may be increased to any number up to 12 pulses (6 lines). During the remainder of the intervals between frames normal line synchronising signals will be transmitted with black (30% peak) signals during the remaining nine-tenths of the line.

It will be noted that throughout the interval between frames (as during the whole transmission) the carrier falls from 30% to zero regularly at line frequency and in phase with the beginning of the normal line synchronising pulses.

(12) Variations in Transmitted Wave-form—The 15% interval between vision signals of successive lines, and the 10 lines interval between successive frames are minimum intervals used at the transmitter. During the initial development of the transmitter certain transmissions may have longer intervals between lines and between frames, which lengthened intervals correspond to the transmission of a black border round the picture.

The 30% carrier is the "black level" below which no vision signals exist and above which no synchronising signals extend. The mean black level of any transmission will be 30% ± 3% of peak carrier. The black level during any one transmission will not vary by more than 3% of peak carrier from the mean value of that transmission.

The residual carrier during the transmission of a synchronising pulse will be less than 5% of the peak carrier.

The line frequency and the frame frequency will be locked to the 50 c/s supply mains, and therefore will be subject to the frequency variations of the mains.

The method of interlacing is demonstrated in Figure 3, which represents the top and bottom portions on the scanned area with the distance between the lines very much enlarged. The lines show the track of the scanning spot, which moves under the influence of a regular downward motion (frame scan) with quick return and a regular left to right motion (line scan) with very quick return (not shown on drawing). The combination of these motions produces the slightly sloping scanning lines. Starting at A, not necessarily at the beginning of a line, the spot completes the line A B, returns to the left and traverses line C D, then E F, and so on down the "dotted" lines on the drawing. At the bottom of the frame the spot travels along line G H, and then starts at J and travels to K. At this point the return stroke of the frame motion begins and returns the spot to L at the top of the frame. A complete frame scan has now been made since leaving A, so that 202.5 lines have been completed, and the point L is half a line away from A.

The downward frame motion now starts again, causing the spot to travel along L M, completing a single line motion J K L M. The spot then returns to the left and traces out line N O, which, due to L being half a line ahead of A, will lie between lines A B and C D. Similarly, the next line P Q will lie half way between C D and E F. The spot now traces down the chain-dotted lines to R S and finally traces out T U, at which latter point the frame return causes the spot to rise again to the top. When the spot reaches the top it will have completed two frames since leaving A, and, as two frames occupy the time of exactly 405 complete lines, the spot will return exactly to A, after which the cycle begins again.

From the foregoing it will be seen that the complete picture is scanned in two frames, but as each frame contains an integer number of lines, plus a half, the two frames will interlace. The system does not require the short return times shown for the line and frame scans, nor need the lines begin in the positions shown. Provided the line and frame traversals are regularly recurrent and have the correct frequency ratio (two frames=odd number of lines), an interlaced picture will be obtained.

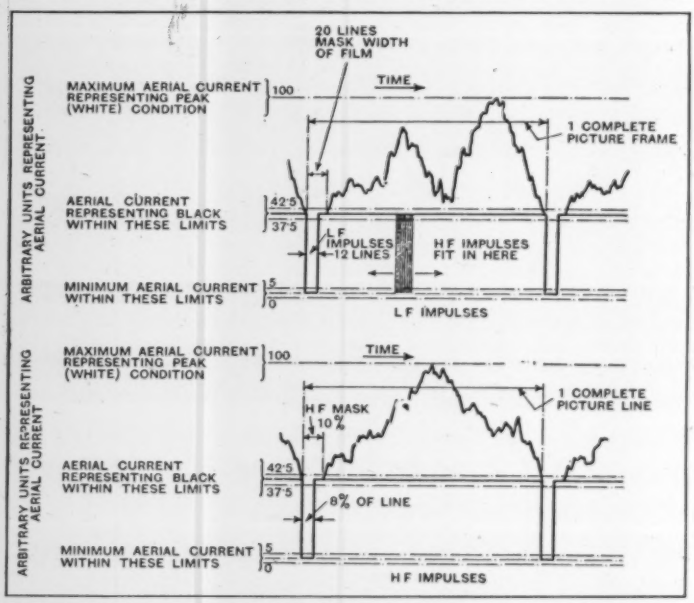


FIGURE 1—The picture modulation and synchronizing impulses of the Baird transmissions. The drawings are made from tracings taken off the vision radio transmitter monitoring oscillograph.

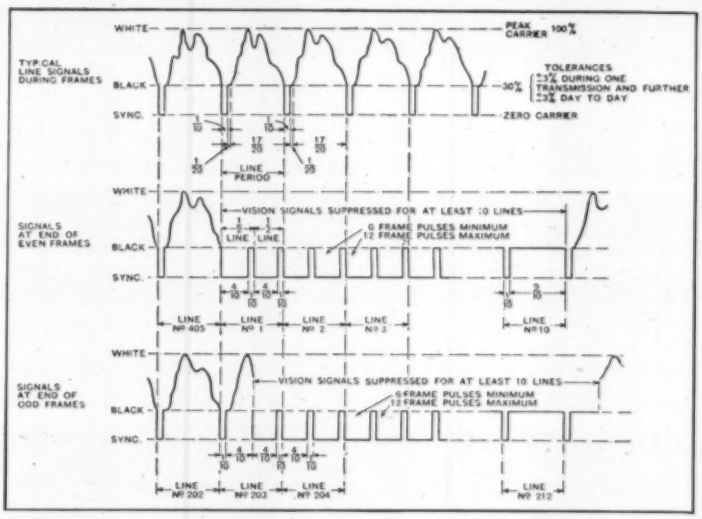


FIGURE 2—The wave-form of the transmissions by Marconi-E. M. I. system.

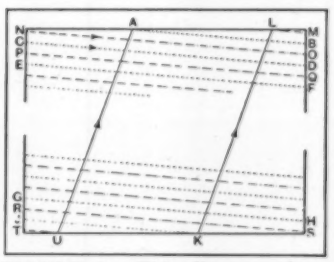


FIGURE 3—This diagram shows the method of interlaced scanning to be used in the Marconi-E. M. I. transmissions.

THESAURUS *cuts a Melon*

We just chalked up another station on our list of NBC Thesaurus subscribers . . . the 97th. And it seemed to us that some sort of celebration was in order

So we're declaring a healthy dividend to all Thesaurus subscribers in the form of two complete half-hour recorded dramatic shows which can be used as sustaining features or for sponsorship. One, titled "For Us The Living," is specially designed for presentation on Armistice Day. The other, called "The First Thanksgiving," is for Thanksgiving Day. Both shows were written by expert NBC writers, and dramatized by celebrated NBC Network artists.

Only a few months old, NBC Thesaurus has made great strides forward in gaining national popularity. Why? Because it offers advertisers outstanding artists, original musical arrangements, the finest in music, singing, comedy, etc.; an excellent daily continuity service; superior recordings produced with RCA Higher Fidelity equipment; unusually fine variety of program material permitting flexibility; and last, but not least, real economy.

BOX SCORE TO DATE:

97

THESAURUS SUBSCRIBERS

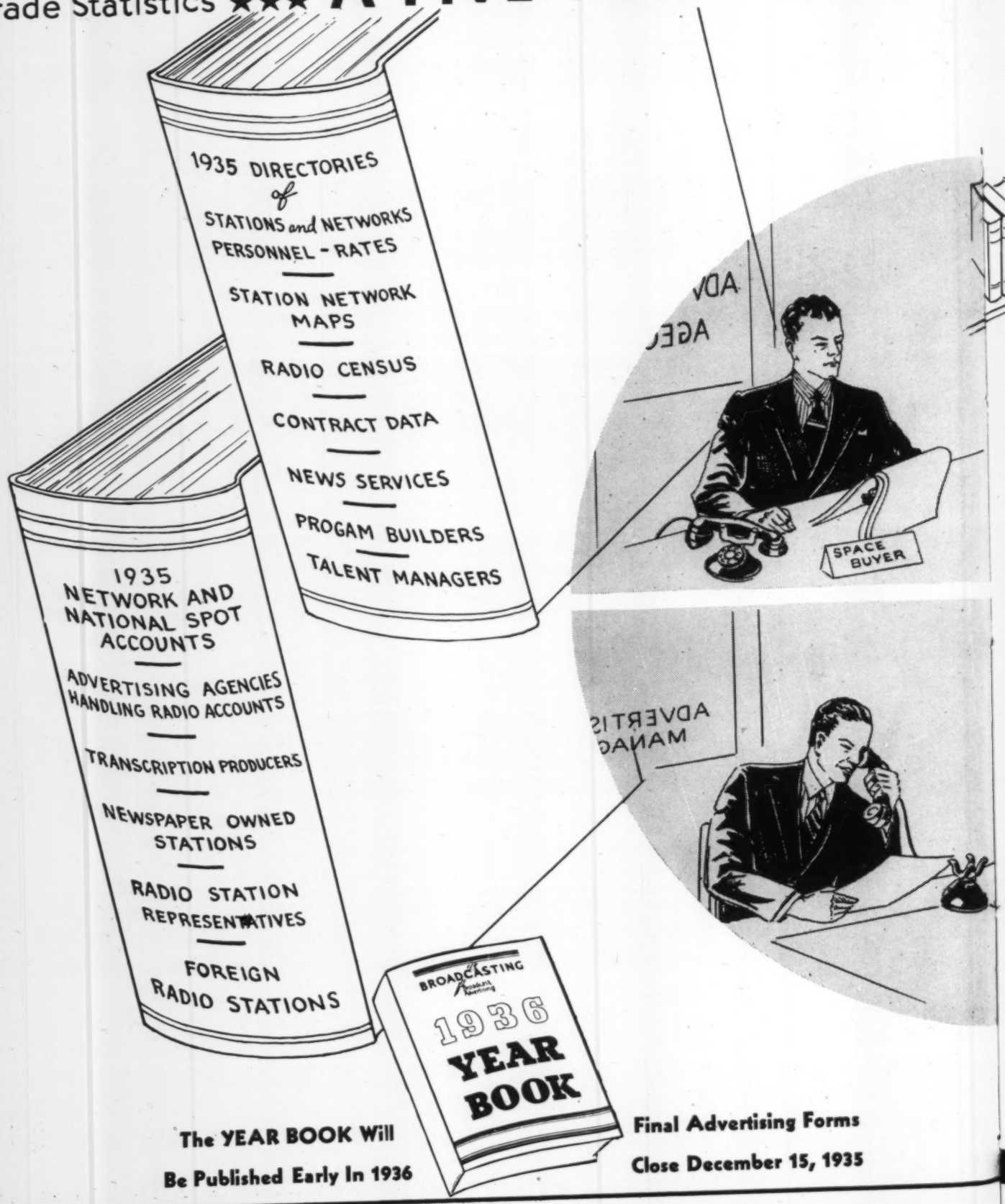
NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

ELECTRICAL TRANSCRIPTION SERVICE • 30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

1936 YEAR BOOK ★★★ The Only Complete Compilation of F

Trade Statistics ★★★ A FIVE FOOT BOOK SE

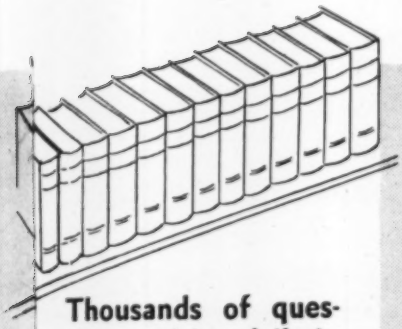


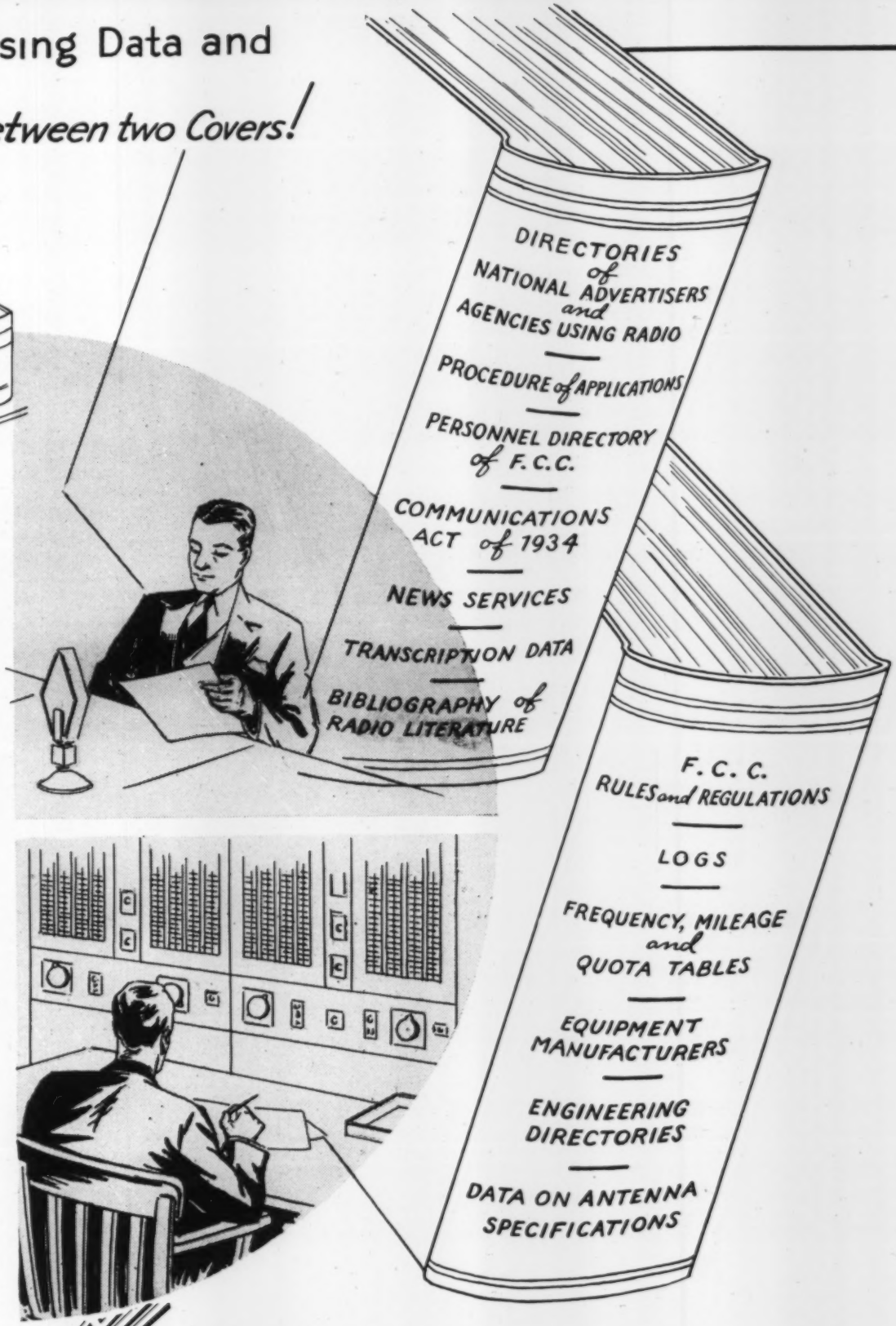
The YEAR BOOK Will Be Published Early In 1936

Final Advertising Forms Close December 15, 1935

ion of Radio Advertising Data and

K SHELF *between two Covers!*





Thousands of questions, arising daily in the routine of advertising managers, agency executives, station operators, technicians and others identified with broadcasting as a business and art, will be answered in the 1936 YEAR BOOK of broadcasting and broadcast advertising, all indexed and cross-indexed for ready reference.

Your advertising message in this encyclopedia of the business of broadcasting will reach every element in the radio broadcasting industry every day in the year.

MAKE YOUR RESERVATIONS TODAY!

BROADCASTING

combined with

Broadcast Advertising

National Press Building... Washington, D.C.

Parties Plan Radio, Owe Nets Big Sum

ALTHOUGH the Republicans at least would like to go on the air with regularly purchased commercial periods, both network and spot, even before the Republican national convention, it appears now that the raising of funds will occupy both major parties more than any actual radio campaigning until the conventions next summer. Before embarking on their 1936 radio campaign, both Democrats and Republicans hope to wipe out the debts to the networks still remaining from 1932.

According to the Democratic National Committee, $99,554.10 is still owing to NBC and $42,960.04 to CBS. According to the Republican National Committee, $28,000 must yet be paid to NBC and $14,000 to CBS. Each party in the 1932 campaign spent approximately $500,000 on radio.

Radio plans for the 1936 campaign are all being held in abeyance, pending the financial drive. Both parties are known to be considering intensive use of radio once more. Thomas G. Sabin, radio director of the Republican National Committee, who assumed that post last July after resigning from a commercial position with WBZ-WBZA, Boston-Springfield, is already at work on plans for the Republicans. Herbert L. Pettey, FCC secretary, who handled the 1932 radio campaign for the Democratic National Committee, is expected to become its radio director again after the Democratic convention next year — either resigning his FCC job or securing a leave of absence.

The Republicans, it was learned, would like to buy time preliminary to the conventions, before their nominee is chosen, in order to launch a general drive against the administration. Funds, however, have not been forthcoming. Mr. Sabin has auditioned and transcribed an eight-episode one-hour serial with music titled *Liberty at the Crossroads* for a network or spot campaign, but has not been able to buy the time for lack of funds.

G. O. P. Lays Radio Plans With Taplinger in Charge

EXTENSIVE use of radio will be made by the Republican National Committee in the near future and in the presidential campaign next year, according to an announcement by Thomas G. Sabin, director of the Radio Division of the Committee. The amount to be expended was not divulged, but he said an extensive campaign would be conducted on all networks, and presumably on independent stations.

Simultaneously, Mr. Sabin announced the appointment of Robert S. Taplinger, formerly of the CBS press department, to handle the radio publicity account of the Committee. The Taplinger organization, he said, will be in charge of national publicity in connection with the political broadcasts.

OUT-OF-TOWN football games of Ashland (Ken.) High School are sponsored on WCMI by the Boyd County Democratic Campaign Committee.

"Taking Liberty"

ONE of the most unique merchandising stunts of all time was effected by WMCA, New York, in collaboration with *Liberty Magazine* during the last week in Oct. On the front cover of some 300,000 copies of Nov. 2 issue of *Liberty*, distributed in the New York metropolitan area, appeared a sticker reading: "Listen to the sports broadcast over Station WMCA, 570 kilocycles, every night at 7 o'clock." In return *Liberty* got a 50-word tie-in on the program (Dick Fishel's Sports Review) which is sponsored by Natural Bloom Cigars. Thus one advertiser permitted another advertiser to take a mention on his program in return for a remarkable merchandising job.

A NEW station in Bridgeport, Conn., to operate with 100 watts, daytime, on 1370 kc. is sought in an application filed with the FCC Oct. 26 by New England Radio Corp.

Keith McLeod Takes Post With Alsop Recordings

Mr. McLeod

KEITH McLEOD, program director of WFIL, Philadelphia, has resigned to join Alsop Radio Recordings Inc., New York, as production chief, according to an announcement Oct. 22 by A. A. Klinger, president of the transcription and program producing organization which was formed by former partners in Broadcasting Abroad Inc. Mr. McLeod, at one time an organist in Denver, was with WJZ, New York, when NBC was organized in 1927. He was named the first musical supervisor of the network. He resigned early in 1933 and became a member of the board of Broadcasting Abroad Ltd. He was also formerly musical director for the department of religious radio of the Federal Council of Churches of Christ of America.

Carter on 300 Stations

CARTER MEDICINE Co., New York (liver pills), is using spot announcements on 300 stations throughout the country. A few are 5-minute programs, but the majority are one-minute announcements, broadcast daily from two to six times, depending on the city and the station. The campaign is now on the air, but the list of stations is constantly being renewed and revised. Transcriptions were made by RCA-Victor. Street & Finney Inc., New York, is the agency, with Spot Broadcasting Inc., New York, placing the discs.

Woodbury Supplements

JOHN H. WOODBURY Co., Cincinnati (soap) is using quarter-hour RCA-Victor transcriptions on five stations to supplement the regular NBC-WJZ network program where time could not be cleared for the network broadcast. Entertainment is the same as the network show, *Dangerous Paradise*. The stations are: KWK, WHAM, WXYZ, WBAP and WSM. Contracts are for 13 weeks. Lennen & Mitchell Inc., New York, handles the account.

Bellows Charges FFC, Broadcasters Censor Radio . . .

THE UNQUALIFIED charge that radio is censored by the FCC through its interference with program quality and content, and by the broadcasters because they cannot do otherwise, is made by Henry A. Bellows, an original member of the former Radio Commission and until recently CBS vice president in Washington, in an article published in the November *Harper's*.

In a searching and lucid discussion of the whole radio censorship question, Mr. Bellows criticizes sharply the actions of the FCC but absolves the broadcasters of any guilt in censorship procedure because of the very nature and limitations of the broadcasting medium. Radio censorship actually began, he holds, when the original Radio Commission, of which he was a member, was created in 1927 and by a process of elimination based on program service made reallocations of broadcasting station facilities.

Mr. Bellows charges the FCC with willful violation of that provision of the law which prohibits censorship of programs and advances the view that the FCC should restrict itself to technical rather than program regulation.

Social Responsibility

THERE was no criticism of commercial broadcasting per se, by Mr. Bellows. He did, however, question the power of the heads of the networks in this language:

"The fact that broadcasting is inherently a limited monopoly—as the press, for example, is not—lays a heavy burden of social responsibility on the broadcasters, and particularly on the heads of the two major networks. The potential discretionary power today in the hands of Mr. Aylesworth and Mr. Paley, presidents of the two chain companies, is probably a good deal more than any two private individuals ought to have. That they have so far used it on the whole discreetly does not materially alter the case. The principal restraining influences are two: sensitiveness to public opinion, and, still more, the ever-present fear that the government may commandeer some or all of their facilities. But even with these restrictions, the opportunity for effective censorship through exclusion is very broad, and any such concentration of power in the hands of people who use it in connection with money-making has manifest dangers."

Mr. Bellows' charge of censorship by the FCC brought a prompt retort from Chairman Anning S. Prall of the FCC. Mr. Prall's speech at the last NAB convention at Colorado Springs in July in which he dealt with the lack of censorship powers of the FCC, was criticized by Mr. Bellows in his article. In one breath, said Mr. Bellows of the FCC chairman's speech, Mr. Prall said the Commission is expediting the work of eliminating programs that seemed to be out of step with requirements of the law and in the next Mr. Prall asserted that the Commission can exercise no censorship whatever over programs.

Chairman Prall Replies

ASKED to comment on the Bellows' article, Mr. Prall said:

"Mr. Bellows' article is indeed interesting. While the Communications Act of 1934 specifically prohibits the censorship of programs by the Commission, we must determine when issuing station licenses that public interest, convenience or necessity will be served by the granting thereof. When stations are cited for inquiry after broadcasting programs advertising quack medicines or cures for incurable diseases, fortune-telling and lottery schemes or other misrepresentations of fraudulent presentations concerning articles for sale, I do not consider such citations as censorship. I do feel, however, that such broadcasts are clearly against 'public interest' as provided in the Act and should be subject to the scrutiny of the Broadcast Division.

"It is the duty of the Commission when it considers applications for renewal of license to be satisfied that it operates in the public interest, and to pass on this question it is necessary to examine its past performance; this necessarily means the nature and character of its past programs in order to say whether or not they are in the public interest. The Court of Appeals of the District of Columbia has said. 'By their fruits ye shall know them'."

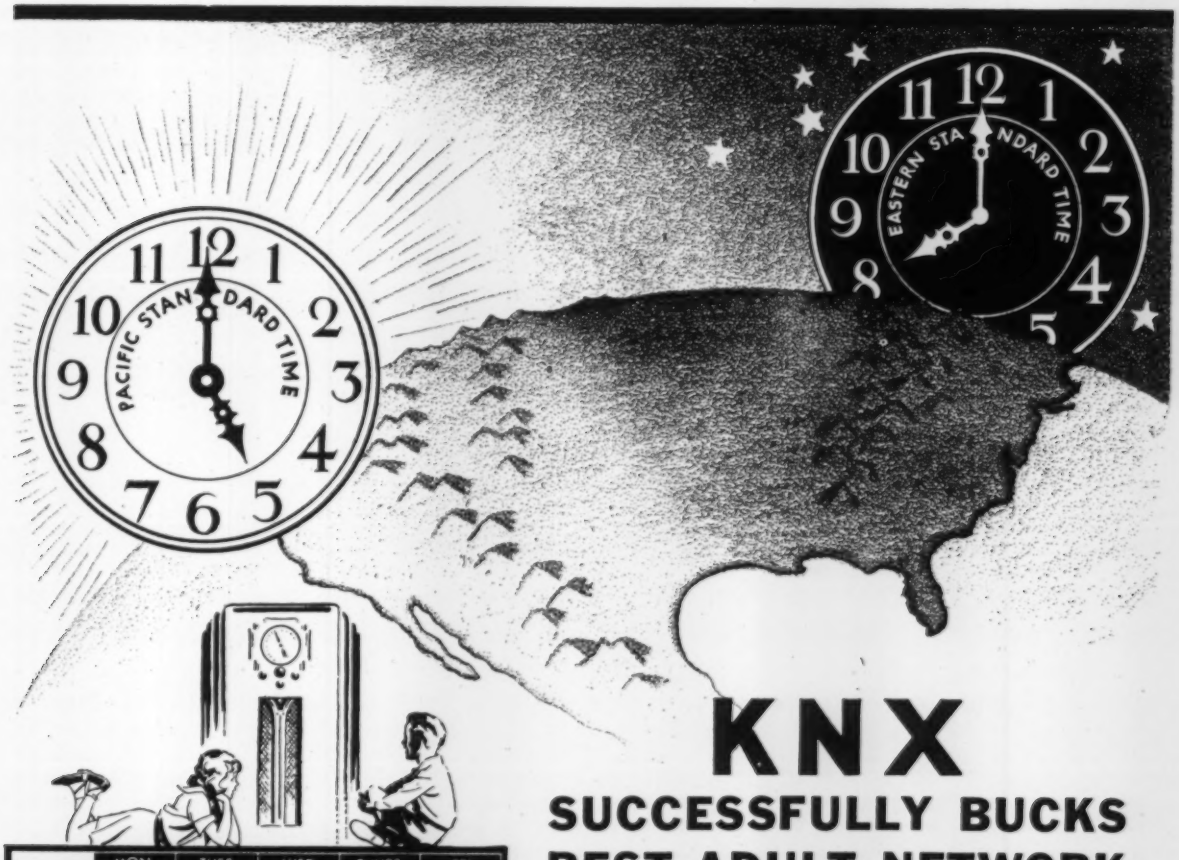
Mr. Prall's speech, wrote Mr. Bellows, is proof that censorship is increasing rather than decreasing. He charged that stations today are more subject to extra-legal threats for alleged sins in programming, and are far more alarmed about future possibilities. "That they so seldom openly complain is quite understandable," Mr. Bellows stated. "The Commission has all the good things of radio—power, frequencies, time—to give or to withhold. It is natural to fawn upon a Santa Claus who carries a formidable bludgeon in one hand."

The Supreme Court, Mr. Bellows pointed out, has not yet ruled whether the censorship provision of the law means what it says. David Lawrence, he stated, holds the FCC is legally limited to physical and technical matters, and that the moment it goes beyond this and takes program quality and content into account, effective censorship begins. He said longer licenses will do something toward mitigating its severity, but that the basic questions some day must be answered.

Summarizing his censorship contentions, Mr. Bellows said the answer to the question "Is radio censored?" is an unqualified "Yes."

"It is censored by the FCC, despite the law through interference with program quality and content, made possible by the threat of re-

(Continued on page 44)



KNX

SUCCESSFULLY BUCKS BEST ADULT NETWORK PROGRAMS WITH KID PROGRAMS

From 5:00 - 7:00 in Southern California is the equivalent to 8:00 - 10:00 in the east, the hours when the majority of big network commercials originate.

The two networks, by necessity, feature big names and music shows during these periods, while KNX has developed them as children's listening period. It is the contention of KNX that children are not interested in adult shows, and therefore, KNX set about deliberately to capture the attention of children with programs designed for their entertainment solely, because if the kids are listening so are the adults. That this policy has borne fruit for KNX's advertisers appealing to children is evidenced in a recent survey conducted in the Southern California territory by a national agency which revealed that the three most popular children's programs on the air were:

1. Air Adventures of Jimmie Allen for Richfield Gasoline
2. Jack Armstrong—All American Boy for Wheaties
3. Little Orphan Annie for Ovaltine

All are KNX features—between 5:00 and 7:00.

TWO "HOT SPOTS" *Now Open!*

Join this honor roll of "Best Hits." There are just room for two more—at 5:30 and 6:30 Mondays to Fridays. Have a John Blair and Co. representative give you the complete story on these time-tested Hot Spots. Mail breakdown for these periods, success figures of preceding and following programs, etc. are all available, but you had better hurry.

KNX "THE VOICE OF HOLLYWOOD"

John Blair & Co., National Representatives

Reallocation Plea Of WLWL Is Heard

FCC Resumes Case Involving Clear Channel Assignments

CLIMAXING one of the most vigorous political lobbies for broadcasting facilities ever witnessed, WLWL, New York, operated by the Paulist Fathers, resumed its presentation of testimony before the FCC Broadcast Division en banc Oct. 24 in support of its petition for a "junior reallocation" which would affect the assignments of nine stations on five clear channels and result in the breaking down of two.

Now operating the equivalent of two hours per day, the station seeks full-time simultaneous operation on the 850 kc. clear channel, assigned to WWL, operated by Loyola University, New Orleans, also a Catholic institution. To effect this, the other station and channel shifts are sought.

The hearing was begun last June, but after two days it was recessed until Oct. 24. It appeared likely that it would run for a week or ten days, since about a score of stations out of approximately 60 notified by the FCC of the hearing plan to participte. Principal stations involved were prepared to offer numerous witnesses in opposition to the far-reaching proposal.

Coverage Questions

IN RESUMING the WLWL case, George O. Sutton, counsel for the Paulists, placed on the stand a number of priests in support of the application for the full-time assignment, with 5,000 watts on what is now a clear channel. He also introduced engineering evidence of three engineers to support the contention that, with the use of a directional antenna, there would be no substantial losses in coverage.

Mr. Sutton, through testimony of one physician and other witnesses, attacked medical programs broadcast over WWL, which is operated by a Jesuit institution, as well as over other opposing stations. He apparently took his cue from the so-called Marmola hearings before the Broadcast Division earlier in the month. Opposing counsel protested against introduction of this evidence on the ground that programs were not at issue and because no notice was given that programs would be considered. The Division, however, reserved ruling as to admissability.

Among the engineers who testified in behalf of WLWL, were T. A. M. Craven, of Washington, and Paul Godley, of Montcair, N. J. Comdr. Craven expressed the view that it was technically desirable to reduce the number of clear channels.

Appearing in outright opposition to the Paulist petition are WNYC, New York, municipally-owned station which would be shifted in assignment, represented by Herman McCarthy, attorney on Mayor LaGuardia's staff; WWL, represented by Paul M. Segal; WFAA and WBAP, Dallas-Fort Worth, represented by Ben S. Fisher; WHAS, Louisville, represented by Swager Sherley, and WOV, New York, represented by Horace L. Lohnes.

The Paulist Fathers have sought repeatedly to obtain improved facilities without avail. They were largely responsible for the provision in the Communications Act of 1934 that the FCC make an investigation of the advisability of allocating facilities to educational, religious and other non-profit institutions.

MEDICAL ACCOUNTS ON THE AIR

Good Taste the Criterion, Declares Miss MacRorie, Pointing Out a Solution of Problem

RADIO, being a guest in the home and welcome only so long as it respects the feelings of its host, must use the yardstick of decency and common sense in medical advertising, Janet MacRorie, editor, NBC continuity acceptance department, told the United Medicine Manufacturers' Association, which met recently in New York.

Being a flexible medium, radio has a wealth of advertising potentialities to offer the advertiser, she said. "Let your commercial credits be brief and stimulating, the rest of your program swift-moving and sparkling, and your radio advertisement investment will bring you results that you will find entirely satisfactory," she told the association.

In giving an outline of the methods used by NBC in editing medical continuities, Miss MacRorie gave a thorough analysis of the whole question of medical advertising.

As To Symptoms

"FIRST let us consider the question of 'symptoms'," she said. "I do not need to tell you for it has been brought home to you by regulatory bodies having jurisdiction of such matters that a competent treatment for symptoms should not be represented as a competent treatment for the ailment or cause that produces the symptom. If we are not to mislead the public, symptoms must be handled carefully. A headache and a sore throat may indicate a common cold or they may indicate scarlet fever. The descriptions of symptoms in this case should read headache and throat irritation due to a common cold.

"In the wide field of products designed to counteract acidity, care should be taken in describing symptoms. The person listening to the commercial credits of such products may be analyzing correctly the source of his distress but there is always the danger that he may be mistaken. Therefore, the broadcasting station must review very carefully descriptions of symptoms and the phraseology used in the descriptions.

"The temptation to extend the usefulness of his product is one that few medicine manufacturers seem able to resist. Salines, for instance, generally start their careers as laxatives—soon they are recommended for keeping the liver and kidneys up to scratch. Then, frequently, they become agents for routing the cause of rheumatism, neuritis and allied ailments and finally they become the panacea for nearly all human ills.

"In this age of high specialization to advertise a product as a cure-all seems to be poor psychology. The credulity of the listener is taxed when asked to believe that the same pill or powder will correct his indigestion, relieve him of headache, rid him of common colds, make him fat, make him thin, keep him young and permit him to be a jolly good fellow at least five nights out of seven, sing Sweet Adeline on the street corner at four A. M. for one dash of good old cure-all at rising time and he's over the hang-over in one flying leap.

Alarmist Copy

"I HAVE SAID it taxes the credulity of the listener, it also taxes the credulity of the broadcasting station and we ask to have the lines tightened—a rein put on the flight of possibilities and to keep those representations to that which can be sustained by available positive proof.

"The season of 'the Gobelins will get you if you don't watch out' is upon us. The Gobelins being often the common cold or the system undermined from lack of sunshine or indoor living incident to the winter season.

"The power of suggestion is well-known and sensible advice against infection is valuable. However, out and out alarmist copy is unfair. It is unfair to terrorize the public into the buying of a product by painting in gloomy and sensational terms the high mortality rate due to this or that disease.

"Now we come to the rock on which most often the broadcasting station splits with the sponsor of a medical product—good taste. The enthusiasm of the manufacturer is natural because he lives so close to his subject he is apt to forget the light in which the majority of people view the discussion of its usefulness. Terms that to the manufacturer are every-day terms of the trade may to the public spell something entirely different; may conjure up in the minds of the listener visions so distasteful, so abhorrent to the general rules of good taste that the listener is tempted to strike the program off his radio list."

Health O'Quality Cited

HEALTH O'QUALITY PRODUCTS Co., Cincinnati (cosmetics, extracts), is charged with unfair methods of conducting prize contests in an advertising campaign, in a complaint isued Oct. 25 by the Federal Trade Commission. The complaint alleges the company has falsely created the impression that a certain final or grand prize would be given the person sending in the best answer to a question and that there was nothing else for a contestant to do than send in the best answer. It is claimed that only a preliminary prize is awarded and that a great deal more must be done to win the final or grand prize. The respondent is given until Nov. 29 to show cause why an order to cease and desist should not be issued.

AMERICAN SAFETY RAZOR Corp., Brooklyn, is charged with price discrimination in a complaint issued by the Federal Trade Commission.

Dr. G. W. Hoover Begins Consulting Service on Food and Drug Accounts

TO AID radio station managers in the selection of food, drugs and cosmetics accounts and the scrutiny of advertising continuities, Dr. George W. Hoover, M.D., formerly chief of drug control of the Department of Agriculture, now a consultant with offices in the Shoreham Bldg., Washington, has announced the extension of his practice to embrace the radio field. Dr. Hoover for the last eight years has been consultant for drug and food manufacturers and advertisers on labels, advertising, formulas and technical control of drugs, medicines and foods subject to the requirements of federal and state laws.

Dr. Hoover's standing in his field has been investigated by BROADCASTING and found to be of the highest. Until eight years ago, when he entered private specialized consulting practice, he was with the U. S. Food and Drug Administration, joining it 20 years earlier under Dr. Harvey Wiley. In addition to serving as chief of drug control, he has been chief of its Chicago station and chief of its central food and drug inspection district.

Three New 100-watters Are Authorized by FCC

THREE new broadcasting stations in the local category were announced Oct. 22 by the Broadcast Division of the FCC. Sustaining Examiner P. W. Seward, the FCC granted the application of the Pacific Acceptance Corp., for a station in San Diego, to operate on 1200 kc. with 100 watts, daytime. The order becomes effective Dec. 10.

At its Oct. 22 meeting, the FCC announced also that it had ratified the grants of new stations made on Oct. 11 in Nashville and Evansville, Ind. It granted the application of the Nashville Broadcasting Corp., for a new station on 1370 kc. with 100 watts unlimited time, sustaining Examiner G. H. Hill. Also sustaining the same examiner, it granted the application of Evansville on the Air Inc., for a station in that city for an assignment identical with that in Nashville.

Simultaneously, the FCC ratified an action taken Oct. 11 authorizing WSIX, Springfield, Tenn., to move its transmitter to Nashville. The station operates on 1210 kc. with 100 watts, unlimited time. Heretofore Nashville has had only two stations—WSM and WLAC.

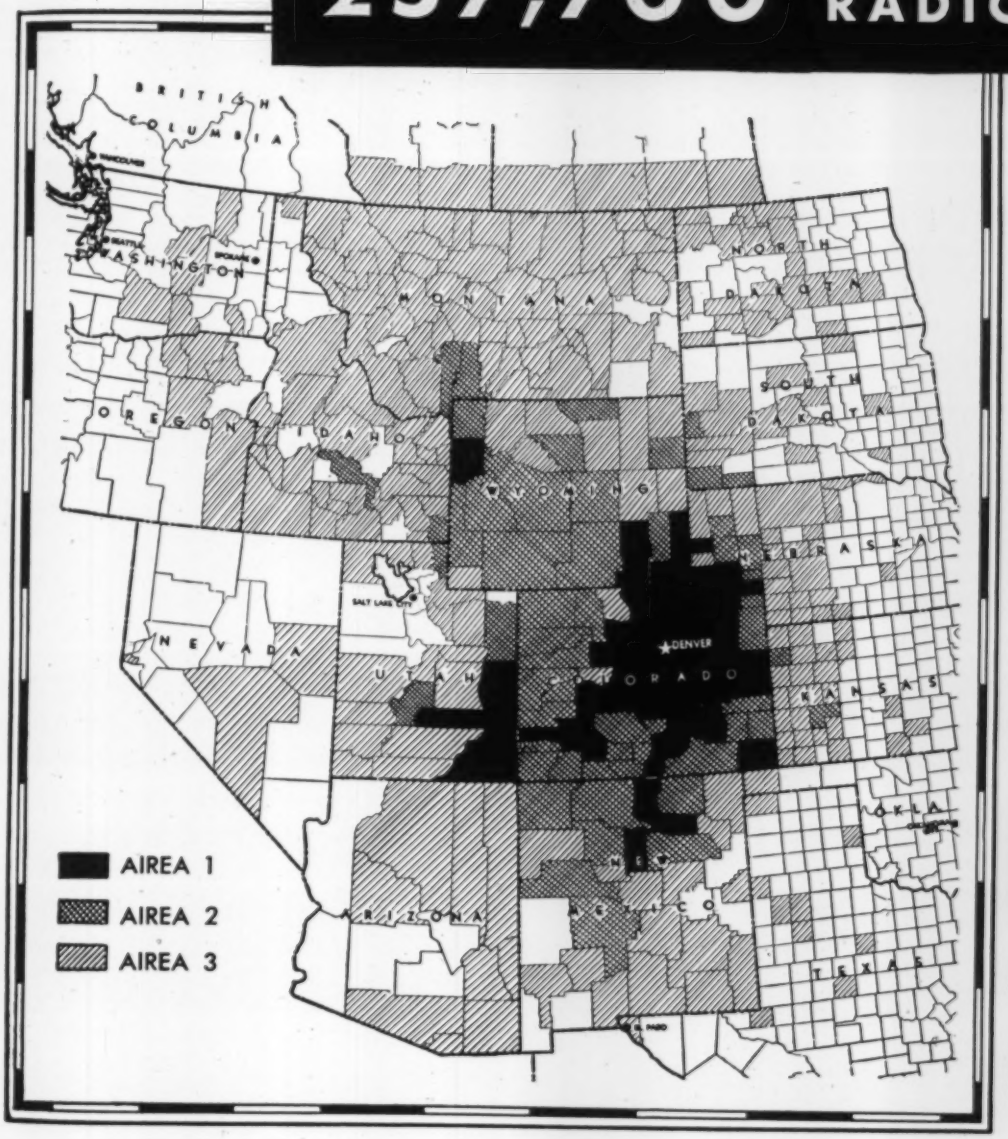
Sustaining Examiner Seward, the FCC authorized KIEM, Eureka, Cal., to change frequency from 1210 to 1450 kc., and to increase its power from 100 to 500 watts, with unlimited time. The order becomes effective Dec. 3.

Voluntary assignment of the license of WJTL, Atlanta, from Oglethorpe University to J. W. Woodruff and S. A. Cisler, also was approved, after a lapse of several months.

KDKA, Pittsburgh, used the police teletype networks recently to announce that it would broadcast the annual police shooting contest.

A Market... Rich in Families
A Station... Rich in Popularity

TOTAL POTENTIAL CIRCULATION
257,700 RADIO FAMILIES



*
Potential circulation of KOA as determined by the new NBC Method of Audience Measurement, by *aireas*. Copies of this map are now available and will be sent to you at once, upon request.

KOA
50,000 WATTS
DENVER

NATIONAL BROADCASTING COMPANY, INC.
A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ · WRC & WMAL · WMAQ & WENR · KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY • PITTSBURGH—KDKA • CLEVELAND—WTAM
DENVER—KOA • PHILADELPHIA • DETROIT

Texaco Launches Unique Campaign For New Program

Merchandising Tie-ins Feature Jumbo Fire Chief Displays

UNDER the direction of George W. Vos, in charge of all radio advertising for The Texas Company, a unique merchandising campaign is supporting the new *Jumbo-Fire-chief* radio program which made its initial bow to the radio audience on Tuesday, Oct. 29, at the usual Texaco hour, on an NBC-WEAF network.

As the theme of this new show is built around a circus, naturally it must have an elephant and this elephant's name is Jumbo. So Jumbo is featured throughout all the printed material used in this campaign. It shows Jimmie Durante riding Jumbo and broadcasting at the same time.

There are 50,000 Texaco dealers from coast to coast. Every dealer receives posters, window stickers, postcards, a 4-page Jumbo Special, a 10-page accordion folder, Jumbo stamps, etc.

Fifty thousand posters went to all dealers, and a like number of window strips. Five million postcards were distributed to all dealers to mail to customers as giveaways, inserts in letters and statements or distributed among parked cars, etc. There is a space left open on each card so that the dealer may affix his name in that spot. All this copy is in two colors —red and black.

The 10-page folders will be included in all Texaco mail that is sent out from the New York office or any of the branch offices. This folder tells all the news about the new radio program. In this manner the sponsor intends to distribute over 2,000,000 pieces of this material.

Big "Jumbo" Stamps

ALL ENVELOPES mailed from the above sources will also have pasted on the back a Jumbo stamp in four colors, similar to the Xmas Seal. This stamp is about twice the size of the customary seal used during Christmas, and therefore worthy of the name Jumbo.

The Texaco Fire-Chief hat will still be in evidence—in fact, it will be more widely disseminated than ever now that the sponsor is using the New York Hippodrome which has a seating capacity of 4,500. Over the entire stage from which the broadcast takes place a giant paper mache hat, which is an exact replica of the now familiar Fire-Chief hat, is suspended from the ceiling. Over 5,000,000 of the original hats have been given away to date. The wording on these hats has now been changed to read "Texaco Fire-Chief Gasoline, souvenir of the Jumbo Fire-Chief Broadcast."

The sponsor also published a special newspaper. The "Jumbo Special" with a circulation of 65,000 tells all about the new show and something about the plot which will be serialized. This newspaper is a 4-page rotogravure with ample art work.

For four days before the program went on the air, radio stations throughout the country broadcast 15-50 word announcements to the radio audience telling them to tune in on this broadcast. Over 100 stations broadcast these announcements — one in the afternoon and two in the evening.

On the day of the broadcast, spot advertisements appeared in 200 newspapers across the country. All ads were 200 lines and only one insertion was ordered, but there may be other ads to follow.

In order to receive a cross sectional opinion on this new Texaco show, the sponsor had RCA-Victor make an electrical recording of the audition which was heard by Texaco executives. To each of the 16 sales divisions of The Texas Company was sent a disc. In cooperation with the sponsor the local radio stations gave the use of a studio and their equipment to the sales force in their community. Present at these meetings were all the local Texaco sales force, plus other executives in the territory and radio editors from the local newspapers. The program was received most warmly. The program that is on these discs is the same program that was broadcast to the radio audience on the night Jumbo Fire-Chief made its debut.

This enlisting of the divisional sales force to pass on the merits of a new radio program leads to much word-of-mouth publicity and also serves to spread enthusiasm among the personnel.

FROM ADDIS ABABA
NBC Newsman Misses Hearing Brother in Ethiopia

AFTER failing to carry the complete Floyd Gibbons broadcast from Ethiopia Oct. 23 due to its origination an hour earlier than scheduled, NBC managed to pick up the end of the program, booking another Ethiopian relay for Oct. 25.

When the second broadcast went on the air, via short wave from Ethiopia to 2RO, Rome, and thence to RCA at Riverhead, L. I., and Radio City, it was found that Gibbons was too tired to broadcast, but that W. W. Chaplin, of Hearst newspapers, would read his script.

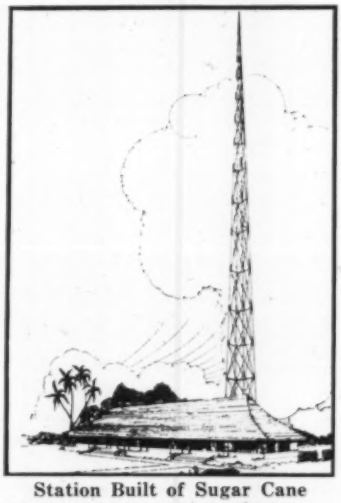
Dick Chaplin, brother of the Hearst reporter, and a member of the NBC news division at Radio City, did not know his brother was on the air until the program was over and missed the broadcast because he was busy at the time.

KNX-KSFO Hookup Starts

PACIFIC Coast radio's newest regional hookup, which links KNX in Los Angeles with KSFO, San Francisco, got under way Oct. 23 with a special 30-minute inaugural broadcast in which executives of the two stations participated. The two independent stations are using A. T. & T. wires for the 425-mile link, the estimated annual cost being $35,000. A combined rate will be offered advertisers. The Father Coughlin Sunday series, resuming Nov. 3, will be one of the hookup's first accounts.

ABOUT 100 stations are carrying the *All-Star Radio Roundup*, a series of 15-minute WBS transcriptions, furnished to its dealers for local placement by Stewart-Warner Corp., Chicago (radios).

"Sweet Station"



Station Built of Sugar Cane

COINCIDENT with the disclosure that controlling interest in KGMB, Honolulu, had been purchased by the Consolidated Amusement Co., theater operators in Hawaii, announcement was made Oct. 15 by Fred Hart, president and general manager of the CBS outlet, that it will be entirely rebuilt at a cost of about $50,000. The station is licensed to Honolulu Broadcasting Co. It will be dedicated Dec. 15.

Headquarters of the new KGMB, according to Mr. Hart, will be the "sweetest in the world", literally. About 85% of the structure, he pointed out, will be built from material made in Hawaii from refuse sugar cane after the juice has been extracted. This refuse is ground into a pulp, cooked and pressed into wallboard and floorboard, to be used from floor to roof. The product is called canec.

Architecture of the station will be typically Hawaiian, as shown in the accompanying artist's sketch. On one of Honolulu's principal boulevards, the 65,000 square feet of property will be made into a tropical garden with island flowers, shrubs and cocoanut trees. Studios will include a garden studio for band concerts, and a "grass shack studio" specially arranged for presentation of programs sent to the mainland for CBS.

A new RCA high-fidelity 1,000 watt transmitter already has arrived and is being installed. In addition, RCA input equipment, including velocity and induction microphones, input and line amplifiers, panels and racks, and a single vertical Blaw-Knox radiator, have been purchased.

Another problem for which special equipment has been secured is that of sending programs to and bringing them from the new Honolulu Broadcasting Co. station, KHBS, at Hilo, Hawaii. The two stations, situated on different islands, are 200 miles apart and are not connected by cable, although radio and radiophone circuits are operated. KHBC, a 100-watter, will be in operation about Jan. 1, and also will be RCA-equipped.

With the opening of KHBC, Hawaii will have three stations, the third being KGU, Honolulu, an outlet of NBC. The territorial legislature recently appropriated $25,000 for broadcast programs to originate in Hawaii for the mainland, with the idea of stimulating tourist travel.

WDAS Asks Ouster Of Recording Suit

Contends in Test Case That Band Leader's Ban Illegal

DISMISSAL of the suit alleging unauthorized performance by WDAS, Philadelphia, of one of his phonograph records and filed by Fred Waring, orchestra leader and president of a newly-formed organization seeking to prevent performances of phonograph records by radio, was sought in an answer filed in behalf of the station Oct. 26 in the Philadelphia Court of Common Pleas. The answer was filed by W. Maurice Steppacher, WDAS counsel, who had the collaboration of William A. Schnader, former Attorney General of Pennsylvania, retained by the NAB in the interests of the broadcasting industry. The case is regarded as of extreme importance because it affects the broadcasting of all phonograph records.

As grounds for the dismissal, WDAS contends that Waring, when he recorded the numbers allegedly broadcast without authority, had granted the RCA Victor Co. full rights to manufacture, advertise and sell the records. It brings out that Waring had no right at any time to the numbers performed, since they were held by N. Witmark & Sons, music publishers. On the other hand, it was brought out that Witmark had granted RCA Victor the license to use the compositions in recordings, and that Witmark and the authors of the compositions had granted ASCAP the performing rights.

Waring Paid in Full

WARING, it was stated, had received $250 per selection, paid by NBC, "in full settlement for services" after the recording, and the check had been deposited by Waring without objections. Moreover, it was held that WDAS, at the time the Waring records were performed, had a valid license from ASCAP to publicly perform the numbers. After playing the selections for RCA Victor to enable it to make phonograph records, said the answer, Waring had no rights of any kind in the records and RCA Victor was not bound to Waring by contract or otherwise, to limit in any way the use which the purchasers of the records might make. Finally, it was contended by WDAS that, at the time it performed the numbers, Waring knew the records would be sold to the public and would be used for broadcasting purposes.

The contention made in behalf of Waring that the records contained the inscription "This record is not licensed for radio broadcast", was held to be wholly immaterial. It cited as the reasons the fact that Waring was not the holder of the performing rights for the numbers or the record, and had no contract which covered this provision.

The numbers in question were "I'm Young and Healthy" and "You're Getting to be a Habit with Me", which WDAS admitted having performed on July 2. WDAS had contended that the numbers were performed "by request", and had indicated that this was done for the purpose of having a basis upon which to bring the test action.

RIDE THE MAGIC CARPET

TO THE FIRESIDES of MILLIONS

RADIO EQUIPPED HOMES	
Primary and Secondary Daytime Coverage	3,461,100
Primary and Secondary Night-time Coverage	4,399,280

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

50,000 WATTS—CBS BASIC OUTLET

Carney, Hegelund Named To NBC Production Posts On the Pacific Coast

Mr. Carney

KENNETH BOSTWICK CARNEY, for the last three-and-a-half years on the production staff of NBC, San Francisco, has been promoted to the post of Western Division production manager for the network, with headquarters in that city. The announcement was made by Lew Frost, Western division program manager.

Carney succeeds Donald Cope, who resigned Oct. 1 to join the radio department of Benton & Bowles Inc., New York. Born in San Diego, Cal., Carney who is 31, attended Annapolis, leaving the academy to become a power plant engineer. Subsequently he worked as turbine design engineer for Westinghouse, then entered the advertising business. He was advertising counsellor with McGraw-Hill in New York, and later joined the Schmidt Lithograph Co., San Francisco. He also free-lanced for advertising agencies in that city and in the East. Radio continuity writing for a San Francisco advertising agency was the path that led to his affiliation with the NBC staff in 1932. Carney is married to Nell Burleson, advertising manager for the Frank Werner Shoe Co., San Francisco.

Fred Hegelund, writer and advertising executive, joins NBC's Western Division continuity department in San Francisco on Nov. 9, succeeding Vella Reeve, resigned. He is to write advertising continuity for the *Women's Magazine of the Air*, NBC-KPO network afternoon variety show.

Hegelund was production manager of the old KTAB, now KSFO, San Francisco, and prior to that was affiliated with the J. Walter Thompson Co., and Frank Wright & Associates, both in San Francisco. He wrote the advertising continuity for the *Al Pearce and His Gang* broadcasts when the feature was on the NBC Western network. He has also written a number of radio dramas which have been heard on San Francisco stations and networks.

John W. Guider Renamed Head of Bar Committee

JOHN W. GUIDER, Washington radio attorney, has been reappointed chairman of the Standing Committee on Communications of the American Bar Association, Chicago headquarters of the association has announced. Serving with Mr. Guider this year will be Prof. Edwin M. Borchard, Yale University; Bruce W. Sanborn, St. Paul; Paul D. P. Spearman, Washington radio attorney and former general counsel of the FCC; Douglas Arant, Birmingham. Prof. Borchard and Mr. Spearman are new members. The committee will hold several meetings preparatory to its report on radio and communications for the next meeting of the ABA in Boston, to be held in August, 1936.

DODGE TWO-HOUR SHOW CLICKS

Unique Sunday Morning Feature Over WBBM

Blasts Opposition to Long Programs

By BRUCE ROBERTSON

SUNDAY morning radio programs in Chicago are pretty well divided into two classes: Church services and phonograph records. So the announcement, last March, that the Dodge Dealers Association, Inc., of Chicago, was going to sponsor a two-hour Sunday morning broadcast over WBBM, using a name orchestra and soloists such as are usually heard only in the evening hours, was real news for the radio editors to pass on to their readers, which they did so enthusiastically that the program was assured of an audience from the very start.

And, while a radio program (or indeed any advertisement) cannot be expected to make direct sales of such high-priced merchandise as automobiles the first 13 weeks of this campaign induced enough people to come into Dodge showrooms and ask for demonstrations and information about the cars to cause the Association to renew their contract for a second 13 weeks without a moment's hesitation. As this is being written the Association has just signed a second renewal, this time for 39 weeks.

Talent Plus Transcriptions

THE PROGRAM, billed as the *Gloom Dodgers*, has featured Leonard Keller and his orchestra, currently playing at the Bismarck Hotel in Chicago, with several vocal soloists and a harmony trio. On Dec. 8 Herbie Kay and his orchestra plus a ten-voice choir and a prominent guest star will take over the musical part of the program.

The program was launched the last of March from 9:30 to 11:30 a. m., was cut to an hour and a half during the summer, but resumed the full two-hour period on Oct. 13, the same day, incidentally, that opened the series of broadcasts of professional football games each Sunday afternoon over WGN, which the Dodge Dealers are sponsoring for the fourth successive season.

Each *Gloom Dodger* show contains four parts. The first is a musical tour, including perhaps the music of a particular country, or of one composer, or from musical comedies, or the popular songs of a particular year, or some similar classification. Then comes a guest artist period. At first popular composers were featured, playing and singing their own songs. Recently the programs have had such artists as the Mills Brothers, Ruth Etting and Bing Crosby as guest stars on a series of electrical transcriptions made especially for Dodge by Decca Records Inc.

The third section of the broadcast is the S. O. S. request program. Each number on this part of the performance is dedicated to some Dodge dealer, which permits dealer identification in a casual manner. About fifteen dealers are mentioned on each broadcast, so that each of the 54 members of the Dodge Dealers Association is named every three or four weeks. Following this, the orchestra plays the hit songs of the week, for the final part of the broadcast.

Novel Commercials Used

DODGE commercials are worked into the show in various ways; as dialogues between Keller and one of the soloists, as part of the song announcements, as comedy bits—every way and any way that fits them in as parts of the program. Straight commercials are used sparingly.

Paradoxically, this two-hour program was inspired by an article written by Eddie Cantor in which this noted comedian says that one hour is too long for a radio show to hold the listener's interest. "When I came across this statement," says Dale Perrill, radio director of Ruthrauff & Ryan Inc., Chicago agency in charge of the Dodge Dealers Association advertising, "I stopped reading and began to think of the many times I had purchased bulk time for clients, principally for broadcasts of baseball or football games, and the idea came to me that if people would listen to a sports program for two hours or more maybe they would like a two-hour program of musical entertainment. As the Dodge dealers had sponsored series of football broadcasts for three years, I naturally thought of them, and out of this idle thinking came the inception of the present series.

Agency is Enthusiastic

"WE MAKE no appeal for mail or other comment from the public," Mr. Perrill continued, "but members of the Association report that many of the people who come into their showrooms mention having heard and enjoyed the programs. We know that the dealers like the program, that they tune it in every Sunday, and that they feel it is helping them to sell Dodges.

"Why, when it was suggested that these broadcasts be dropped during the football season, since four hours of radio each Sunday seemed a little excessive, the dealers refused to consider the idea and insisted that the *Gloom Dodgers* continue straight on through.

"We at the agency believe that the broadcasts are heard at a time when the average American is not occupied with the routine business of his weekday world and when he is quite apt to be thinking of the drive he is taking his family for that afternoon and wishing that he had a new car to take them in. And we know that even if the program does not directly result in the purchase of a new Dodge, it at least leaves the listener with a friendly feeling toward the Dodge organization which may very possibly be the basis for a future Dodge sale."

With the exception of posters announcing the program and portraying the orchestra and soloists that are sent to each dealer for display in his showroom, little effort has been made to merchandise the program. The costs are prorated among the members of the Association on a sliding scale that depends on the number of cars handled by each dealer, as is done in all Association campaigns.

"While the Association has undoubtedly created many sales through its advertising," says Perrill, "its greatest job has probably been to eliminate to a large degree the rivalry between Dodge dealers and to convince them that their real competitors are not the other Dodge dealers but the dealers in other lines of automobiles."

Liberal's Victory Upsets Broadcast Regime in Canada

One-man Regulation as Result Of Election Is Foreseen

By JAMES MONTAGNES

THESE are anxious days for Canada's radio commissioners and members of the Commission staff who are not on Canada's civil service roll. With the election turning out the Conservative government of Premier R. B. Bennett, who appointed the radio commissioners, a Liberal administration enters the government, so that the three radio commissioners are not likely to hold their positions long. Other executive posts in the Commission are also slated to go, since these are largely political appointments.

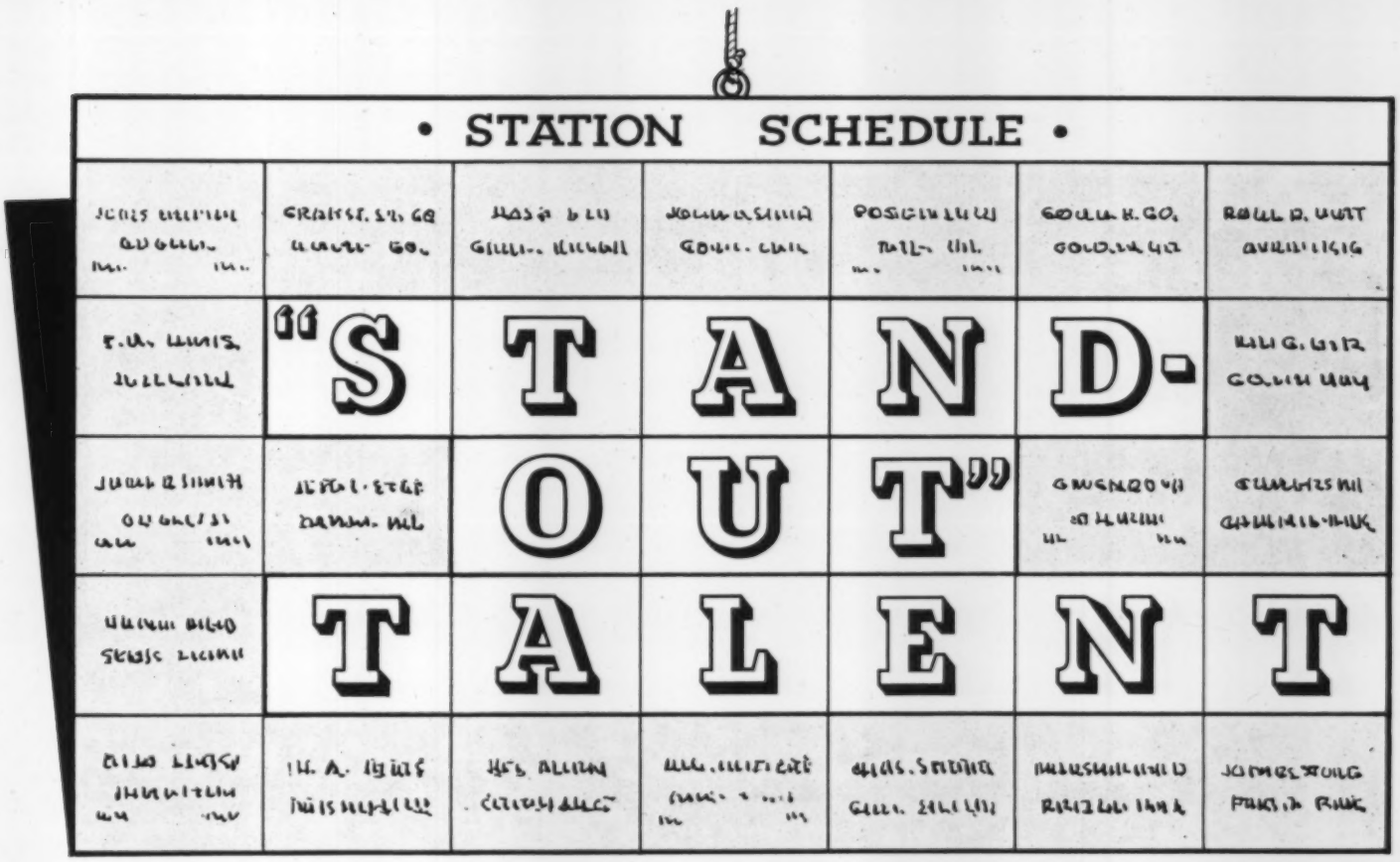
Just how the new administration, having started the investigation of private broadcasting which ended in nationalized broadcasting, is going to treat the radio question, is not yet known. Undoubtedly it will be a little while yet before action is taken. But opinion is growing in some circles that the government should hire one of America's best program producers at a good salary to put the national broadcasting system on its feet. There are too many complaints about program quality and a sameness of artists on commission networks. The fact that patronage is to be practically stopped by the new administration, tends to bear out the opinion held in radio circles that the three-man commission will likely become a one-man organization, with prominent executives of private stations asked to serve on the national system.

Election Listening

THAT Canadian radio listeners used their radio sets to listen in on the election campaign is evidenced from an increase of 80,000 licenses taken out during August and September, just prior to the election on Oct. 14. Referring back to the last election in 1930, the Canadian Department of Trade and Commerce, in a report, shows that in the two months previous to the 1930 election 50,000 licenses were taken out by listeners. Advertisers were assured of a larger audience by the fact that nearly 80,000 more listeners have licenses this year than last, totaling 627,600 at the end of September.

* * *

CKNC, Toronto, which was announced in the last issue of BROADCASTING as going off the air on Oct. 14, was definitely scheduled to sing its swan-song Oct. 31. The 100-watt transmitter, it is understood, will be left intact as emergency equipment for CRCT, Toronto outlet of the CRC.



—that helps sell TIME!

WHEN blank spaces stare at you from your station schedule, call on Standard Radio Transcriptions to fill them up!

The "Stand-Out" talent on Standard Transcriptions has been helping station operators in every part of the country fill up open time with the most desirable advertisers in their territories. Many a doubtful prospect has been turned into an enthusiastic sponsor after listening to the "Sons of the Pioneers", Kay Kyser and his Orchestra, the King's Men—or the wealth of sparkling Hollywood talent contained in the great Standard Library.

Well over eighty of the leading stations throughout the United States are today using one or more of these Transcription Services — at an amazingly low cost-per-program. Write today—let us tell you more about the Standard Radio Transcription Services—and how they can help you sell TIME!

NEW SERIES! "SONS OF THE PIONEERS"
Now — this sensational special feature augmented into a library of over 200 selections! Going fast — wire or write today!

STANDARD RADIO, INC.

6404 HOLLYWOOD BOULEVARD, HOLLYWOOD, CALIF. ● 180 NORTH MICHIGAN AVENUE, CHICAGO, ILL.

Bruno, With New "Mike", Reorganizes Its Force

COINCIDENT with its introduction of a new volocity microphone in the medium price field, known as Model SK4, Bruno Laboratories, New York, announced the appointment of Paul R. Fernald, formerly with the Kenyon Co., as sales manager, in a reorganization ordered by William A. Bruno, president. Mr. Fernald succeeds John Koppele, resigned. In addition, Paul von Kunits, formerly chief engineer of the General Broadcasting System and later connected with American Radio News Corp. and Hearst Radio, has been appointed chief engineer of the radio division of the Laboratories.

The new microphone is of completely new design, weighing less than two pounds and in a casing measuring only 6x2¼x¾ inches. The magnetic circuit incorporates supersize magnets of the newly invented nickle-aluminum alloy type, giving a field strength four times as great as cobalt steel.

New Alka-Seltzer Discs

DR. MILES LABORATORIES Inc., Elkhart, Ind. (Alka-Seltzer), has launched a new transcription campaign, *Those O'Malleys*, a radio version of Ann Cameron's *Saturday Evening Post* stories of the family of tin can tourists, mother, children and goat, who wend a precarious journey from coast to coast, patching up their car and living off charity. Mrs. Cameron herself wrote and directed the 39 episodes of the radio series, which were recorded under the direction of Walter Biddick Co. in Los Angeles. Wade Adv. Agency, Chicago, places Alka-Seltzer advertising. The programs are broadcast over KDKA, KMOX, WBT, WGN, WHAM, WOR, WCAU, WSB, WOWO, WTRC.

WHBU, Anderson, Ind., will rebroadcast programs originating in the studios of WCKY, Cincinnati, L. B. Wilson, manager of the latter station, having granted permission to WHBU for the rebroadcasts.

Radio Termed Aid To All Other Media

Mr. Fitzpatrick Explains Value Of Broadcast Advertising

HAVING outgrown the step-child stage and attained adult status in the advertising family, radio is promoting sales in the most spectacular fashion in advertising history and not only is enlarging its own possibilities for achievement but is of inestimable force in educating, in entertaining and in maintaining and constantly improving our standard of living. This is the opinion of Leo J. Fitzpatrick, vice president and general manager of WJR, Detroit, and president of the NAB.

Speaking at the recent direct mail advertising convention in Kansas City, Mr. Fitzpatrick reviewed radio's development as a medium, and in addition reminded that radio has aided other forms of advertising. "Just as we in broadcasting would welcome the advent of any new medium which would protect or increase our revenues," he said, "the newspapers are acquiring a fresh slant on radio; the spirit today is one of genuine cooperation."

What Is to Come

IN RECALLING the growth of radio, he explained that "the full development or radio is yet to be; but in 13 years broadcasting has been charted, checked, analyzed scrutinized, criticized and tested in a fashion which I do not believe any other advertising medium ever had to undergo. Radio advertising was so different to other forms. It did not appeal to the eye . . . it appealed merely to the ear . . . the picture of the listening audience that we could form in our mind's eye . . . was a somewhat vague one . . . and to spend money in broadcasting seemed like taking a terrific chance.

"I think I have more actual faith in advertising than any other force in the world today. I think had business men and advertisers been in complete control during the depression we should have been able to find our way out much earlier than the politicians were able to do for us. I frankly don't believe that there is such a thing as overproduction; not in a country of ninety million people, rich and productive like this; I can't see overproduction in a country where many a man has never hoped to own more than one pair of shoes or one suit of clothes at a time."

Northwest Agencies Form Group for Improvement Of Advertising Standards

TO IMPROVE merchandising and trade practices in the Northwest, agencies in that section, including Twin Cities, Duluth, Fargo and other cities, have formed the Northwest Council of Advertising Agencies. Discussion of sales problems and interchange of ideas are planned and it is expected that wasteful advertising methods as well as rackets can be eliminated to a marked extent.

Requirements for membership are recognition by at least one official national media association and the maintaining of an office with service facilities, according to Ward H. Olmsted of Olmsted-Hewitt Inc., Minneapolis, secretary of the council. Cooperation of radio stations, publishers and others interested in improved advertising practices will be sought.

Addison Lewis, president of Addison Lewis & Associates, Minneapolis, is president. Other officers, besides Mr. Olmsted, are Pat McGinnis, of Harman-McGinnis Inc., St. Paul, vice president; Allan L. Firestone, of Allan L. Firestone Adv. Agency, St. Paul, treasurer.

An executive board of five consists of Ralph B. Campbell, Campbell-Mithun Inc., Minneapolis; Quentin J. David of David Inc., St. Paul; Bronson West, of Greve Adv. Agency, St. Paul; Mac Martin, of Erwin, Wasey & Co. Inc., Minneapolis; Rudolph T. Klagstad, of Hutchinson Adv. Co., Minneapolis.

The council "will act as a forceful medium for acquainting the public with the functions and value of advertising, as well as serving to correct misunderstandings and abuses," Mr. Lewis explained.

Real Proof!

These National Advertisers and their products are effectively using our one minute dramatizations and transcriptions.

◆

Listerine
Prophylactic Tooth Brushes
Quaker Oats
Carters Little Liver Pills
Fleischman's Yeast
Bayer Products
Heinz Products
Swansdown Flour
Baker's Chocolate
Schwob Clothes
Carey Salt
Parkway Bread
Merita Cakes
Hartz Mountain Bird Seed
Kay Jewelry Stores
People Stores
Kay Bee Stores
Dr. Ross' Tooth Paste
Tonico Bayer
Evanol

◆

In our service we cooperate with and through recognized advertising agencies.

We specialize in foreign language programs (Spanish; Italian; Polish; German; Portuguese and Jewish).

Send your advertising literature or that of your client, without cost, we will submit sample recording.

We are pleased to announce that our production department is now under the personal supervision of Mr. Keith MacLeod, formerly Musical Supervisor, National Broadcasting Company, New York.

◆

Carlsbad Sprudel Salts
Bath-a-sweet
Tangee
Glazo
Phillips Milk of Magnesia
Vigoron
30-30 Cold Capsules
Cutex
Clemons Clothes
Penetro
United States Life Insurance Co.
Dri-Bath
Associates of Judea, Inc.
Instantina
Sidney Ross Co.
Caffia-Aspirina
Frixal
Grove's Bromo-Quinine
Negritas
Pastillas de Adams

◆

Alsop Radio Recording, Inc.

Time - Talent - Transcriptions

29 West 57th Street *Eldorado 5-0780* *New York*

Optional on the Rate Card ...a *Must* for Sales

By adding station WOOD in Grand Rapids, Michigan, to the NBC Networks as an optional station, we've done something mighty important. For, up to this point, no *national network* broadcaster could properly reach the radio families in this territory.

Now, the ONLY satisfactory way into West Michigan is wide open to the NBC Network advertiser. It's a wealthy market. It's the second biggest in Michigan. The wholesale and retail business in Grand Rapids alone averages more than two hundred millions yearly.

And WOOD is a very important station. Under the fine management of the Kunsky Trendle Broadcasting Corporation it has always maintained high standards . . . always offered excellent entertainment. And, as a new member of the NBC Networks it will enjoy even greater prestige.

Here is a decided *must* for the network advertiser. It's optional on our rate card. It *should* be compulsory... in the interest of your sales.

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

New SBS Sound Truck and Parabolic "Mike".

SBS is "on the job" for football broadcasts of Southwest Conference games this year, using a new sound truck to transport equipment and a new parabolic mike—the first in the Southwest—for the actual pickup. Joe B. Haigh, SBS field and feature engineer, is shown in the picture with the new truck and mike. SBS is broadcasting two and three games weekly over six or more stations, with the Humble Oil and Refining Co. as sponsor. The network has application in for a mobile transmitter to be installed in the sound truck. Plans are being made for a series of public events broadcasts in connection with the forthcoming 1936 Texas Centennial.

TUFTS College has installed an amateur station, W1KN and W1XAW, for its Radio Society, composed largely of young electrical engineering students seeking practical radio experience.

Sherwin-Williams on NBC

SHERWIN - WILLIAMS Co., Cleveland (paints), will inaugurate a radio series over the entire NBC-WEAF network beginning Dec. 1, 3:30-4 p. m. and each Sunday thereafter. The initial contract is for 13 weeks. Talent has not been completed for the show, to be of the musical type. The series marks the return to the networks of this sponsor after a lapse of several years. The last network show used Paul Whiteman's orchestra.

Pompeian on CBS

POMPEIAN Co., Bloomfield, N. J. (cosmetics) on Dec. 2 will start a thrice weekly musical program on 26 CBS stations, to be heard at 4:45-5 p. m., Mondays, Wednesdays and Fridays. Programs are to originate in the oval room of the Ritz Carlton Hotel, New York. The contract is for 52 weeks. Topping & Lloyd Inc., New York, has the account.

"UPON ANALYSIS

of station performance for the first two weeks of our program your station stands

FIRST ON THE LIST"

So writes a New York Agency with reference to a daily feature broadcast over twenty-two stations throughout the country.*

22 STATIONS IN 22 MARKETS AND

WEEI *in* BOSTON

was first on the List!

On Your next list—include

STATION WEEI

590 KILOCYCLES

"AT THE TOP OF THE DIAL"

BOSTON

*Name of advertiser, agency and program on request.

Sendol Co. Finds Radio Responsible For a 3000% Jump

Kansas City Firm Leaps Upward After Turning to Broadcasts

USING radio principally, Sendol Co., Kansas City proprietary concern, has increased its business 3000% during depression period despite cut-price competition from competing products of the analgesic type. J. L. Corless, advertising manager of the company, says that radio has been the basic medium in opening new territory.

The plan of expansion is based largely on radio coverage rather than geographic considerations. Months before a salesman is sent into new territory the company studies business overflowing from adjacent established territories. From maps depicting centers of overflow trade, as well as population figures and contacts with stations and wholesalers, an estimate is made of the potential market.

Prior to the first broadcast some eight years ago, the company was a small local concern operating in the Kansas City trade territory.

Expansion Methods

PROGRAMS vary from quarter-hour transcriptions on smaller stations to half-hour musical shows by the company's own talent on larger stations. To get a mail check on radio results, the company usually offers pictures of talent or samples of the product to those who write letters giving their opinions of the broadcasts.

As many as 75 stations have been used at a time in covering territory from Indiana and Louisiana, extending as far West as the Rocky Mountains. At present some 30 stations are being used.

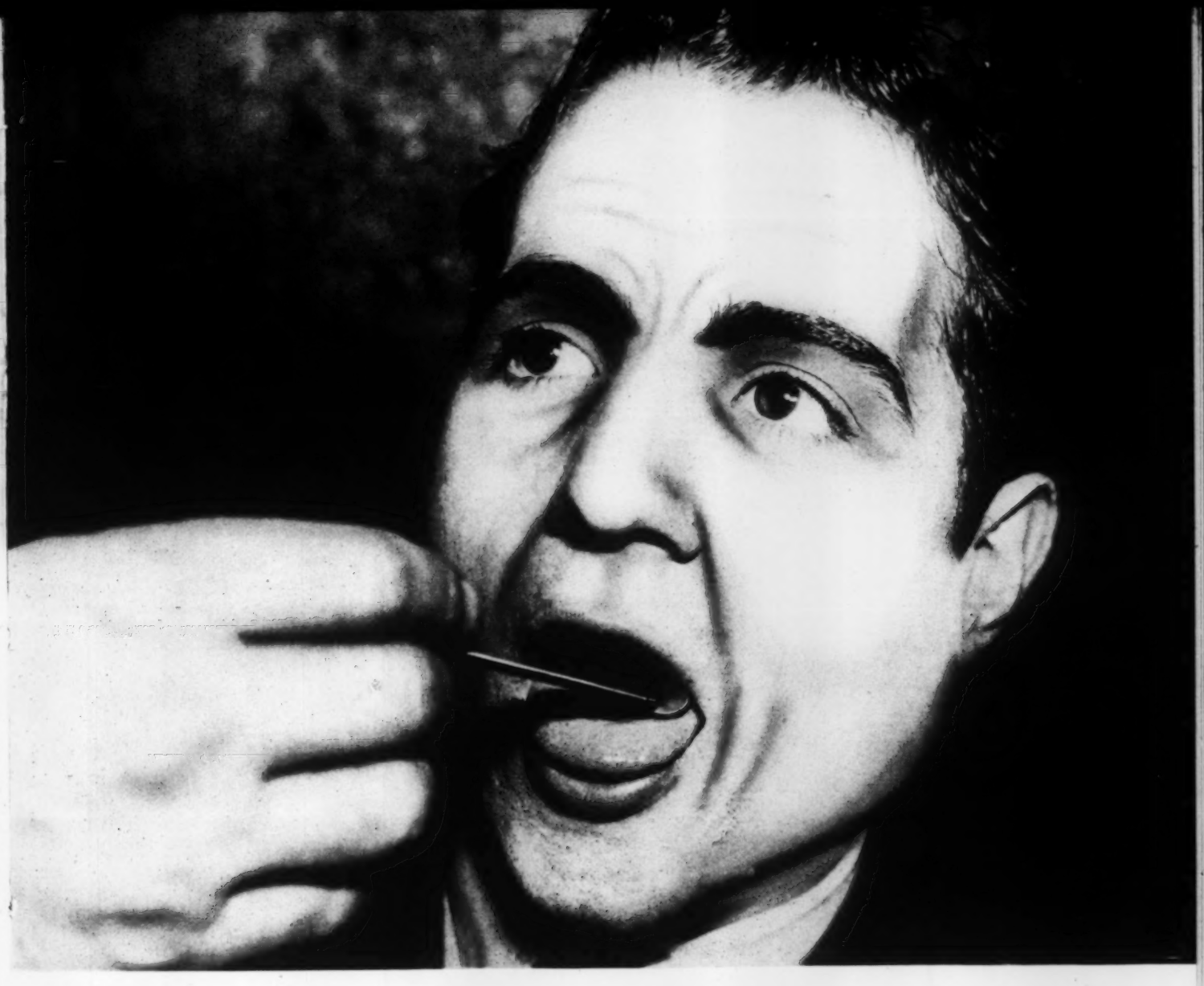
Sendol salesmen, with radio-equipped cars, keep track of the sponsor's programs and check public reaction as well as signal strength while they are on the road. The noon hour has been selected in most cases for Sendol programs since the sponsor believes it has been able to command the largest audience in mid-day.

42d Street Program

CHARLES P. HUGHES, originator and producer of the *First Nighter* series, broadcast first over WIBO in Chicago and for the last five years over an NBC network under the sponsorship of Campana Corp., Batavia, Ill. (Italian Balm), is leaving this series to launch a new program *Behind the Camera Lines* over WGN, Chicago, beginning Nov. 8. This new show will be sponsored by the 42d Street Sales Co., Chicago (cosmetics). Agency: Beaumont & Hohman Inc., Chicago. June Meredith, leading lady in 254 *First Nighter* productions, will be starred.

Calox Series on WOR

McKESSON & ROBBINS Inc., Bridgeport, Conn., making some 400 drug products, has started a six-weekly program titled *Uncle Don Club* on WOR, Newark, for its Calox tooth powder and antiseptic. The program supplements periodical advertising and is directed to children. N. W. Ayer & Son Inc., New York, is the agency.



OUCH!

He had SIX huge cavities OOOOOO which needed immediate care...and like YOU he waited until he had a swollen jaw. There's no reason for aching teeth...AND certainly no reason for continuously slipping sales. HEARST RADIO is comparable to your dentist...FILLING YOUR SALES CAVITIES in six huge markets is OUR specialty. Let's tell YOU more about it!

HEARST RADIO

NATIONAL REPRESENTATIVE:

WCAE . . . . PITTSBURGH	KYA . . . SAN FRANCISCO	WISN . . . . . MILWAUKEE
WINS . . . . . NEW YORK	WBAL . . . . . BALTIMORE	KEHE . . . . LOS ANGELES

HEARST MAGAZINE BUILDING, 959 EIGHTH AVE., NEW YORK • COLUMBUS 5-7300
HEARST BUILDING, MARKET at THIRD, SAN FRANCISCO, CAL. • DOUGLAS 2536
HEARST BUILDING, 326 WEST MADISON STREET, CHICAGO, ILL. • CENTRAL 6124

YOU'VE HEARD THE STORY ABOUT THE MAN WHO BUILT THE *Better Mousetrap*

The marriage of *Listener Interest* to *Selling Effectiveness* is another stellar accomplishment! It is this type of startling *Idea-Creation* that brings business from 100, 300, 700, even 1,000 miles away.

For when national advertisers such as General Motors (Pontiac), General Mills (Bisquick), etc., (see opposite page) use the facilities of *MID-WEST*, you know there MUST be a reason. And that reason is: *IDEAS!* Into every *MID-WEST* recording are built novelty and sound entertainment + *plus* + hard-hitting commercial value that hammers a two-fisted chorus on your cash register. *That's* the music the advertiser likes to hear—the music he is *sure* of hearing when he comes to *MID-WEST*, the organization distinguished for custom-built programs packed with *punch* and studded with sell. No wonder Minneapolis has become the Mecca of profit-minded sponsors!

Want us to prove that *MID-WEST* can build a better mousetrap? We'll submit one measured-to-order for your own particular mouse! No obligation, of course. Just a phone call, telegram—or even a postcard—starts things.

But get it off TODAY, please!

MID-WE

MID-WEST PERSONNEL OUTSTANDING IN RADIO FIELD

Harold D. Finkelstein, President. For 20 years a showman. Twenty years of practical experience in vaudeville, motion picture presentation, dramatic stock, musical tabloids, etc. Through Mr. Finkelstein, Mid-West offers production ability of unquestioned value.

F. W. Ferrin, Vice-President, in charge of sales. His nine years of radio merchandising experience cover every phase of the industry. Mr. Ferrin's merchandising knowledge has spelled success for many radio advertising campaigns.

L. M. Knopp, Secretary and General Manager. Former newspaper man, with years of advertising, promotional and programming experience. Recognized nationally as one of the leading commercial continuity writers in the country.

K. L. Sueker, Chief of technical staff. Outstanding in the field of electrical recording. The man who perfected equalization, which gives Mid-West full range transcriptions of definitely superior quality.

AMONG THE MANY WHO HAVE BEATEN A PATH TO OUR DOOR

General Mills (Bisquick) Minneapolis
General Motors (Pontiac Motors Corp.) Detroit
Mid-Continent Petroleum Corp. (D-X Gasoline) Tulsa
Tidewater Oil Co. (Tydol Gasoline) Minneapolis
Brown & Bigelow (Remembrance Advertising) St. Paul
Minneapolis Honeywell (Automatic Temperature controls) Minneapolis
Pillsbury Mills (Flour) Minneapolis
Acme White Lead & Color Works (Linex-Furnex) Detroit
John Morrell & Co. (Packers) Ottumwa
Maurice L. Rothschild (Clothiers) Chicago & Minneapolis
Nash Coffee Company (Coffee) Minneapolis
Hamm Brewing Company (Beer) St. Paul
American Gas Machine Company (Industrial) Albert Lea
Grau-Curtis Corp. (Flexsteel) Minneapolis
Chocolate Products Company (Stillicious) Chicago
Steelcote Manufacturing Co. (Paint) St. Louis
Chamberlain Lotion Company (Hand Lotion) Des Moines
Skinner Mfg. Company (Raisin Bran) Omaha
The Pen-Jel Corp. (Pen-Jel) Kansas City

VEST RECORDINGS INC.

24 SOUTH SEVENTH STREET · MINNEAPOLIS, MINNESOTA

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J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager

Via The Back Door

EVERY recognized form of legal procedure which we know about was thrown overboard in the "test cases" of the FCC's authority over program and advertising matter growing out of the Marmola citations. Three important broadcasting stations were placed on trial in a proceeding that plainly showed that one bureau of government was using another as its catspaw.

Experts of the Food & Drugs Administration paraded before the FCC, and damned everything that had been advertised over these stations as dangerous to public health. Some of them had admitted that their own bureau could not prosecute the manufacturers of the products because of the limitations of the law under which it functions. Yet, in a left-handed way, they proposed to make stations the goats by getting action through the FCC.

Upon the evidence procured by a junior attorney of the FCC and upon the testimony of these Food & Drug experts, FCC counsel built their cases. They introduced a mass of evidence about products other than Marmola on which the stations had not been given notice.

We do not condone all medical or proprietary advertising. Perhaps the less of it on the air the better. But the four-day exhibition furnished by the Marmola hearings, if carried to its logical ends, put forth such biased and one-sided evidence that perhaps 90% of the country's stations could be similarly penalized and probably a greater percentage of the newspapers.

We see some ray of hope in the stipulation procedure worked out with the Trade Commission under which it will collaborate with the FCC in clearing such matters. After all, newspapers and magazines, which carry a far greater volume of medical and proprietary copy, seem to get along with a minimum of difficulty in pursuing that course, and there seems to be no reason why radio should not benefit in the same way.

In spite of the testimony of one of the Food & Drug experts that his organization is ready to help stations in checking on programs, little advice of value has come from that bureau as to what products and claims stations may or may not carry. Indeed, it looks as if every radio manager is expected to be a biochemist or engage one, if he wants to be on the safe side. Add to that the fact that the medical fraternity itself is widely split, except for the widely-publicized fact that the American Medical Association is opposed to self-medication of any kind.

These same Food & Drug experts now seek from Congress substantially greater powers to give them control over all advertising in the food, drug and cosmetics field, where they are now restricted to labeling of foods and drugs. We shudder to think what will happen if they get those broad powers.

But in the current "test" cases we cannot understand why, if the Food & Drug Administration cannot take action against the manufacturers directly, it should be permitted to coerce another agency, without authority over manufacturers, into penalizing the medium which the advertiser happens to use.

A Red Herring

KNOWING full well now that they cannot stop the broadcasting of news, what with newspapers themselves, their stations and their big press associations now in the news broadcasting field for bear, the Inland Daily Press Association resolves that news must be kept "simon pure"—meaning unsponsored. If not a dying gasp in their now-lost fight on radio itself, the resolution can only be interpreted as an attempt to draw a red herring across the trail of their real motive, which is a "sorehead" effort to defeat radio as an advertising medium.

The Inlanders make the wholly untenable charge that radio news is subject to sponsor editing and censorship because it is paid for by advertisers; in one breath they assert it should be labeled as "advertising" (which it is by the mere mention of the sponsor's name) and in another they declare the FCC should force it to be given unsponsored as a station public service. Anyone who has read the radio act knows the FCC has no such authority.

The publishers overlook entirely that most of the 135 or more newspaper-owned stations carry or are willing to carry sponsored news; that contracts like the UP's with stations assure no trifling with news reports; that in practically all radio stations the news reports are handled if not actually delivered by newspapermen or former newspapermen—and that no better example of news twisting could have been given than the recent Associated Press reports that UP is selling its news directly to Esso, which is utterly untrue.

Radio is perfectly capable of handling news honestly and fairly. No one has yet had cause to complain of the "menace" seen by our publishing friends, and no one is likely to find cause for complaint for the simple reason that the sponsor never sees the news before it is broadcast. The publishers, especially those who have missed their radio opportunities or don't yet see them, certainly die hard!

Pre-Session Lobbying

FORCES opposed to commercial broadcasting are starting unusually early this year in their Congressional lobbying. The American Civil Liberties Union, which now boldly admits that it wrote the bills and resolutions introduced by Rep. Bryon Scott (R.) of California at the fag end of the last session of Congress, has sent out letters soliciting the support of "minority interests" in jamming through this legislation, notably the resolution which has as its objective the creation of a government-owned or controlled network.

The "Committee on Radio" of the Union, in a letter sent out Oct. 11, says the Scott bills are but a "first step". It adds that there is nothing in the legislation "that clashes with the concept of ultimate public ownership or any other ultimate method of broadcasting operations". It espouses a coordinated movement to sponsor the legislation. "It is particularly important," says the letter, "since we are faced by a determined united front of broadcasters unwilling to make the slightest suggestion."

The letter is an unvarnished effort to organize a lobby designed to wreck commercial broadcasting. The Union some two years ago espoused a government network, but evidently gave the idea up as a hopeless job.

Tieing directly into the Union lobbying activity is the action of the American Federation of Labor at its convention this month. It adopted a report attacking alleged monopolistic tendencies of both newspapers and radio. In effect, it ordered its president to lobby for government ownership legislation in Congress.

The Union lobbying activity is but another warning to broadcasters that they must get busy and keep their Congressional delegations informed of the facts. It is not enough to wait until Congress convenes next January and start the educational process *after* the lobbying minorities have gotten to them. Now is the time to keep Senators and Congressmen posted, so that when the reforming crusaders begin their onslaughts they will come face-to-face with legislators who are acquainted with facts. Only if this is done will the broadcasting industry be saved from considerable trouble and expense at the next session.

A Job Well Done

AFTER more than a decade of stewardship for Uncle Sam—six years of which were spent as chief engineer of the Radio Commission and its successor, FCC—Dr. C. B. Jolliffe is departing to join RCA as its engineering chief.

It was under Dr. Jolliffe's technical direction that broadcasting and other modes of radio communication were developed and regulated in orderly fashion after their unguided and chaotic beginnings. Barbed shafts aplenty have been hurled at the FCC and its predecessor Radio Commission, but they were never directed against the engineering departments functioning under the strictly non-political hand of this scientist and engineer.

It will be hard to fill Dr. Jolliffe's shoes, for he combined executive ability and economic understanding with his academic and technical attainments. The FCC will be doing well if it finds a man capable of carrying on in the same paths set by Dr. Jolliffe and his aides. Whoever is selected, politics should play no part in the appointment, for a job that is scientific does not mix with politics.

We Pay Our Respects To —

EDGAR ALBERT FELLERS

"THERE are really only four rules for radio success," says Edgar Albert Fellers, who signs his mail E. A. and who is called "Ed" by most radio's executives. "Know your product. Know the people who buy, or should buy it. Use the stations that those people listen to. And give them the kind of radio entertainment they like to hear."

And Fellers ought to know, for during the last decade most of his time has been spent in directing the radio activities of the Mantle Lamp Co. of America, every year spending more money for radio and every year seeing sales leap way ahead of the year before, depression or no depression.

It was in 1926, when a trip to Cincinnati exposed him to the enthusiasm of Powel Crosley, that Fellers began to think about radio as a possible advertising medium for his company's kerosene lamps. But he was busy with other things and for some time thinking about radio was as far as he went. Then one day he and Mr. Presba, vice president of the company, stopped off in Shenandoah, Iowa, and called on Henry Field. Before they left Shenandoah, Mantle Lamp had sponsored its first broadcast —a five-minute talk by Mr. Presba on the merits of Aladdin Lamps to the audience of KFNF.

"The response to this initial effort was so gratifying," says Fellers, "that we rushed headlong into an elaborate radio campaign. We bought time wholesale; we hired a staff of high-priced continuity writers; we were sure that radio was God's gift to advertising and we wanted to clean up before our competitors discovered it too. The result was a total and unmitigated flop, with the inquiry cost averaging more than $100."

But instead of being off radio for life Fellers still believed that there were profits in broadcasting if he could only find the right way to get them. During the following year he and the company's other representatives visited most of the radio stations in the country, learning what they could about the listening habits of the rural population, — potential purchasers of Aladdin lamps.

"When we returned to the air," Fellers continued, "it was with a spot campaign, using only stations that has proven farm audiences. Before contracting for time I personally visited each station and consulted with its staff as to the best time and type of programs to reach the maximum farm audience.

"This time we were on the right track. Our sales proved that, and furthermore so many small town merchants wrote in to say that their customers were asking for those lamps they had heard about on the radio that we were forced to abandon our 20-year policy of selling through agents in favor of franchising one dealer in each town, signing up more than 12,000 dealers in less than four months.

"The job of picking programs was not as easy then as it is now. For instance, we decided that the Saturday night *Barn Dance* programs over WLS reached just the audience we wanted. But Mr. Butler, owner of the station, did not want to 'spoil' his most popular sustaining feature by making it commercial, and it took the combined efforts of the station sales department and myself to talk him around to our point of view. It was worth the effort, however, and so successful that we have since persuaded a number of other stations to inaugurate their own barn dance programs, just so we could sponsor them."

A great believer in personal contact, Fellers has at one time or another visited every farm station in this country and Canada in his search for the best outlets for Aladdin advertising, and can boast (if it's anything to brag about) of as large an acquaintance in broadcasting circles as any man in advertising today. This naturally resulted in his collecting a great many theories about station management and an overwhelming desire to try them out, which urge has been somewhat satisfied since he acquired an interest in WROK, at Rockford, Ill., in the fall of 1934.

Fellers has also acquired an interest in and a knowledge of broadcast advertising practices too broad to be satisfied by the requirements of a single firm, so this fall he severed an 11-year connection with the Mantle Lamp Co. to help found the advertising agency of Presba, Fellers & Presba Inc., where his title is vice president in charge of radio.

Since no biographical sketch can be complete without a smattering of vital statistics, be it known that Edgar Albert Fellers was born in Dayton, Ohio, in 1894; that he attended the University of Michigan; that he was within four months of a doctor's degree from Chicago Medical College when illness put an abrupt end to his scholastic career and medical ambitions; that he started work as a traveling salesman for Dr. Scholl Mfg. Co., where he became assistant advertising and sales manager before leaving after seven years to join Mantle Lamp Co., as assistant to the vice president in charge of sales and advertising, the same Mr. Presba, incidentally, with whom he is now associated in the agency field.

Fellers is married and the father of a seven-year-old daughter. He disclaims any hobbies, but he seldom travels without his golf clubs and his bridge game does not suffer from neglect.

PERSONAL NOTES

BRACE BEEMER, formerly in charge of studios and production for WXYZ and the Michigan Network, has moved into the executive offices as assistant to H. Allen Campbell, general manager. George W. Trendle, president of the Kunsky-Trendle Broadcasting Corp., announces that Thomas Ashwell, formerly production man with NBC and recently with WLW, has taken complete charge of program production.

W. VICTOR GEORGE, formerly manager of CFCF, Montreal, who recently opened his own agency in that city under the name of Whitehall Broadcasting Ltd., on Oct. 1 became associated with Benjamin Soby & Associates, audience surveys, in the sale of the Soby Yardstick of Audience Value to Canadian stations and advertisers.

KARL STEFAN, member of Congress from Norfolk, Neb., and former chief announcer of WJAG, Norfolk, sailed from Seattle Oct. 16 for the Philippines with the House Committee on Insular Affairs, of which he is a member. Sailing also with the Congressional party was Gene Huse, publisher of the *Norfolk Daily News*, who has recently given the *Omaha World-Herald* interests an option on his radio station WJAG.

J. BURYL LOTTRIDGE, commercial manager of KOIL, Omaha, has been transferred to the main offices in Lincoln, Neb. Gene Willoughby, new to the sales force, is in charge of the commercial department in Omaha.

R. L. FERGUSON, formerly with WLW, Cincinnati, NBC and West Coast stations, has joined WTAM, Cleveland, as general sales manager.

WILLIAM C. GILLESPIE, manager of KTUL, Tulsa, is teaching a course on principles of radio advertising at University of Tulsa.

BEVERLY H. FURBER, for three years with NBC handling special artist and program presentations, has resigned to act as sales representative of two Cuban newspapers, *El Mundo* and *Havanna Post*.

DON TRELOAR, owner, and Ed Yocum, commercial manager of KGEZ, Kalispell, Mont., won the city tennis doubles championship recently.

DON E. GILMAN, NBC Western division vice-president, San Francisco, was guest of honor at the annual initiation dinner and meeting of the Charles H. Raymond Chapter, Alpha Delta Sigma, held in that city Oct. 13. John Cuddy, past president, as toastmaster, paid a glowing tribute to Mr. Gilman, after which Francis M. Porter, president, as master-of-ceremonies, conferred the sixth degree of Alpha Delta upon him. Mr. Gilman is the third man ever to receive this distinguished honor, the other two being Bruce Barton and George Burton Hotchkiss. Carl F. Ohliger, radio account executive of McCann-Erickson Inc., was initiated an honorary member of the chapter.

EDGAR KOBAK, NBS sales vice president, will be the principal speaker Nov. 2 at the Oklahoma City meeting of the Oklahoma-Texas district of the Advertising Federation of America. Mr. Kobak, formerly AFA president, last summer was elected to his second term as AFA board chairman.

PHILIP LASKY, general manager of KSFO, San Francisco, was vice-chairman of the Radio Activity Committee for Navy Day, celebrated in that city recently.

GROVE FINK Jr. has joined the commercial department of KYA, San Francisco. Wayne Wooldridge, sales executives, has taken a six-month leave of absence.

MAJ. J. ANDREW WHITE, president of CBS when it was founded, was married Oct. 18 to Miss Kay Alexander, of Monte Bello, Cal., at Port Chester, N. Y. It was his third marriage.

JOHN H. STILWILL, former commercial production manager of WIRE, Indianapolis, has been named commercial manager of KTSA, San Antonio.

MAX GRAF, general sales manager of Titan Productions Inc., San Francisco transcription concern, left for New York Nov. 1 on a business trip, to be gone a month.

CLIFF ANDERSON has resigned as KROW account executive in San Francisco and will go into business for himself.

FREDERICK R. HINKLE, formerly with King Features Service, on Oct. 28 became publicity director of WINS, New York, replacing Edythe Meserend.

RALPH R. BRUNTON, president of the Northern California Broadcasting System (KJBS, San Francisco, and KQW, San Jose), left for Washington and New York, Oct. 25, on a business trip.

PAT CAMPBELL, West Coast manager for WBS, in Hollywood, left Oct. 26 for New York to confer with officials on promotion for the Paramount *Adventures of Jimmy Allen* feature picture. Sponsors of the air program of the same name, which WBS transcribes, are Richfield Oil Co. in the East and on the West Coast; Skelly Oil Co., Midwest and Hickox Oil Co., in Detroit.

CBS Honors Dr. Bagley

DR. WILLIAM C. BAGLEY, of Teachers College, Columbia University, and chairman of the board of consultants for the *American School of the Air*, on Oct. 21 was awarded the CBS medal for distinguished service to radio, the seventh person thus honored. The medal was presented over CBS on a program from 10:45-11 p. m., by William S. Paley, CBS president. The award was in recognition of Dr. Bagley's contribution to education in the *American School of the Air*. Dr. John W. Studebaker, U. S. Commissioner of Education, spoke on the program.

BEHIND THE MICROPHONE

WILLIAM FULLER, for the past year on the continuity staff of KYA, San Francisco, has been promoted to producer of dramatic programs. He succeeds Walter Patterson, who came to KYA a few months ago from NBC. Patterson has returned to the network's *One Man's Family* cast in which he portrays the character of Capt. Nicholas Lacey. High B. Marshall, formerly with WKBK, La Crosse, Wis., has joined KYA's continuity department. Edward Kenny, from the *San Francisco Examiner* staff, has taken on the publicity of the station, succeeding Lynn Church who has gone back to announcing.

ALUN WILLIAMS, formerly of KOIN, Portland, Ore., has joined WIP, Philadelphia, as night supervisor. Sanford Geyer, formerly of WPEN and WCAU, Philadelphia, has been added to the WIP announcing staff. Clifford Weeks, formerly of WLW, Cincinnati, and WGN, Chicago, has been named WIP news editor.

CHARLES W. HAMP, head of Charles W. Hamp Productions, Hollywood transcription firm, and a former NBC and CBS artist, underwent an operation in Cedars of Lebanon Hospital, Los Angeles.

FAYE LEMMONS, formerly of Interstate Theatres, has joined WFAA, Dallas, as director of promotion and special events. Robert Leigh has been added to the announcing staff.

EDWARD LAUX, brother of Francis Laux, world series announcer, has joined the announcing staff of WCAU, Philadelphia, replacing Alan Scott, moved to the program department.

HERB KENNEDY, announcer of KLX, Oakland, Cal., was married to Miss Florence Allamprese of that city Oct. 21. A KLX staff luncheon, in honor of the couple, was given on Oct. 23, with Helen Wegman Parmelee, staff pianist, as mistress-of-ceremonies.

HARRY ROGERS, program manager of KYA, San Francisco, is scheduled to speak before the high school teachers of Oakland, Cal., in the Lowell Junior High School Dec. 2 on "Radio's Contribution to Education".

ROBERT SAUDEK, continuity editor of KDKA, Pittsburgh, is to be married Nov. 2 to Miss Elizabeth Koch, of Warwick, R. I.

JACK RANDALL, tenor, formerly of WBAL, Baltimore, has joined the artists staff of WBIG, Greensboro, N. C.

BOB BROWNE, of the continuity department of KOIL, Omaha, has recovered from an attack of influenza.

ANITA GILMORE has been added to the NBC Western Division publicity department, San Francisco. She succeeds Jacqueline Self who resigned Oct. 15 to return to her home in Pueblo, Col., where she will be married to George M. Schroedter, Los Angeles business executive.

MABELLE JENNINGS, until recently dramatic critic of the *Washington Herald*, has started a twice-weekly theatrical, movie and news review on WJSV, Washington.

DON HULSE, of the Chicago CBS maintenance department, is the father of a boy born in October.

OSCAR N. ("Yank") TAYLOR, radio editor of the *Chicago Daily Times* for the last eight years and before that editor of the weekly radio magazine published as a supplement to the *Chicago Post*, is leaving radio to take over the management of a Florida orange grove.

RADIO QUEEN — Jessica Dragonette receiving the trophy awarded at the National Electrical and Radio Exposition in recognition of her selection in a nationwide poll as Radio Queen of 1935, with Earl Poorman, General Electric district appliance sales manager, New York, making the award.

TRUMAN BRADLEY has left the CBS studios in Chicago to become a free-lance announcer. Bradley, originally from the West Coast, started his Chicago career as "Brad" with the *Easy Aces* series, before joining the staff of WBBM and CBS.

ELMER BAUGHMAN, formerly of WLW, Cincinnati, and Doug Browning, New York actor and singer, have joined the announcing staff of WCKY, Cincinnati. Lee Goldsmith has been promoted to studio director, succeeding James S. Alderman, who resigned to join WLW-WSAI, Cincinnati.

GENE CLARK, chief announcer of KJBS, San Francisco, has been transferred to KQW, San Jose, and placed in charge of that station's continuity department. He is also assisting in production.

JACK DOHERTY and Earl Sheridan, Buffalo comedy team, have been signed by WGAR, Cleveland, for an oil sponsor, commuting to Cleveland three times a week.

DON DAYNE, formerly of KFI, Los Angeles, and WHAS, Louisville, has joined WDGY, Minneapolis, as a master of ceremonies.

JACK CARRINGTON has returned to KGFJ, Los Angeles, to announce the midnight to 6 a. m. programs.

VERNE HINER, former announcer at KTM, Los Angeles, returned to the station in October after a year's vacation tour.

FOSTER RUCKER, staff announcer of KFOX, Long Beach, Cal., in October won the title of oratorical champion of California and Nevada at the district Kiwanis convention.

ELEANOR O'REILLY and Larry Smith have formed a talent agency, with offices on Santa Monica Blvd., Hollywood.

J. M. COOPERSMITH, head of the music library of KHJ, Los Angeles, has gone to New York to enter similar work there. Donald McBain has joined the KHJ announcing staff.

GEORGE EDWARD WALLIS, Philadelphia announcer, has joined the staff of WFIL, that city.

LEO BOLLEY, announcer of WFBL, Syracuse, was married in October to Miss Helen Bookmiller, of Elmira, N. Y.

GEORGE SNELL, of the announcing and production staff of KDYL, Salt Lake City, has had two stories selected in the *Best Short Stories of 1935*, edited by Edward J. O'Brien.

WALTER SHEPPARD, of Chicago, has joined the announcing staff of WOC, Davenport, Ia. Benne Alter is announcing part-time.

PETER AYLEN, Canadian Radio Commission announcer, who has just returned from a trip to London and Paris, is being transferred from the Toronto station, CRCT, where he recently came from CRCO, Ottawa, to the Windsor, Ont., station of the Commission, CRCW.

BERNARD BARRETT, formerly with the Fanchon & Marco School of the Theatre, San Francisco, has joined KSFO, that city, as producer and continuity writer. Fred Best has been named news commentator of KSFO.

MEL FREY, continuity writer of KYA, San Francisco, is writing a history of that city, titled *Cameos of San Francisco*. Mrs. Frey was formerly editor of a large Western magazine before coming to KYA.

GERTRUDE CHAVIS has been added to the secretarial staff of KSFO, San Francisco, and is in charge of all amateur talent and contest programs.

DON FORBES, staff announcer of KHJ, Los Angeles, resigned Oct. 24 to join the production staff of KNX, Hollywood.

HELENE SMITH, accompanist at KGER, Long Beach, Cal., has been appointed secretary to the manager at the Los Angeles office. Jerry Lynton, KGER announcer, resigned in October to give full time to Ambassador Radio Productions, transcription firm which he owns.

GEORGE FISCHER, publicity manager for KFWB, Hollywood, has also been appointed in charge of radio exploitation for Warner Bros. pictures. He will retain both affiliations.

PAULINE GALE has been named publicity manager of KMTR, Hollywood.

KSD IN ST. LOUIS

The 1935 Summer Advertising Schedules on KSD were the largest in the station's 13 years on the air.

For the Best in Radio Broadcasting, Listeners Turn Their Dials to KSD.

550 Kc.

Station KSD---St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO
Free & Sleininger, Inc., National Advertising Representatives
New York Chicago Detroit San Francisco Los Angeles

Half a roof may be better than none . . . BUT

for a thorough job you've simply gotta have

Balanced Coverage

There's ONE independent in NORTHERN CALIFORNIA that gives that!

KSFO

SAN FRANCISCO - OAKLAND
560 k. c. — 1,000 watts — full time

LOTS of mail (and we have it) may speak volumes, but it's **balance** of mail that counts most. KSFO's mail keeps closely to population distribution in **all** Northern California. » Choose KSFO and you get **balanced coverage.** And note the swell frequency!

THE ASSOCIATED BROADCASTERS · INC
RUSS BLDG. · SAN FRANCISCO, CALIFORNIA
Philip G. Lasky, General Manager
National Representatives
JOHN BLAIR & COMPANY

"Just doing 80 eh?"

Sure. We're doing 80. And proud of it! When one radio station broadcasts 80 per cent of the automobile spot advertising in its territory, that's really stepping on the old accelerator.

But records like this don't simply happen. There are reasons. Most important, is the fact that more than one-fourth (26.5 per cent to be exact) of all pleasure and commercial automobile owners in our state live within the primary intense coverage area of WGAR . . . one out of every four of Ohio's best prospects for new cars and trucks is in the audience of "Cleveland's Friendly Station."

We've heard on good authority too, that motor car manufacturers and their ad-men nod knowingly when they learn that WGAR is doing a larger total dollar volume business than any other station in the city . . . has been awarded more national spot accounts than any other local broadcaster.

Sure. We're doing 80 on the automotive speedometer . . . and just itching to step on the old accelerator for more good advertisers, whether they make autos, or ships, or shoes, or sealing wax.

WGAR "CLEVELAND'S FRIENDLY STATION"

Member N. B. C. Blue Network

John F. Patt, *Vice President and General Manager*

Edward Petry & Co., Inc., *National Representatives*

Last Solid Hour on WSM's

famous Saturday Night "*Grand Ole Opry*"

now available at bargain rate

• Here is one of the most-desirable radio openings in America! With practically all other Saturday night time booked solid—we are able to offer the last full hour on WSM's famous "Grand Ole Opry" (8:00 to 12:00 every Saturday night) at a truly bargain rate. This is the same four-hour show that (1) received from 30,000 to 50,000 letters a week last season, (2) produced over 18,000 requests for a sample from one half-hour program for one advertiser; 8,616 fifty-cent orders for another, (3) won Radio Star's Magazine's medal "For Distinguished Service to Radio," and (4) is reputed to have a larger audience among the farm and industrial classes in cities and communities East of the Rockies and including the Southwest than any other spot program. Built up by approximately 500,000 house-to-house calls each week, this program offers unusual merchandising possibilities and an audience unequaled anywhere in America at this rate.

WSM
50,000 WATTS

Complete Production Facilities

Owned and operated by

The National Life & Accident Insurance Co., Inc.

Nashville, Tennessee

National Representatives

Edward Petry and Company, Inc.

F. TURNER COOKE, formerly of Hayden, Stone & Co., has been appointed to the announcing staff of WMAS, Springfield, Mass., and will act as publicity director. James J. Stevens, Hartford writer, also has joined the announcing staff. Douglas Clark, with WMAS since its debut in 1931, has resigned.

JAMES ALT, formerly of KSD, St. Louis, has joined the announcing staff of KTUL, Tulsa.

STONEY McLINN, veteran Philadelphia sports writer, has been named sports director of WIP, Philadelphia.

BARNEY IRWIN, formerly with WJJD, Chicago; WIND, Gary, Ind., and KMOX, St. Louis, has joined the new artist bureau of Iowa Broadcasting System.

J. CLARENCE MYERS, agricultural director of KQW, San Jose, and KJBS, San Francisco, has returned to his desk after an illness.

OTTIS ROUSH, former manager of KLCN, Blytheville, Ark., has joined KBTM, Jonesboro, Ark., as continuity editor, newscaster, salesman, and announcer.

PHIL RICHMOND has joined KJBS, San Francisco, as sports announcer, and has a nightly program, *The Sports Forum*, sponsored by the J. B. McDonald Co., San Francisco (used cars).

EDWARD KRUG, formerly of WJAS, Pittsburgh, has joined the announcing staff of WCAU, Philadelphia.

PAUL PHILLIPS, of the continuity department of WMCA, New York, and Miss Louise Smith, St. Louis, were married Oct. 19.

MAURICE CLIFFER is back on the announcing staff at KMOX, St. Louis, after several weeks in the hospital.

FRANKLIN TOOKE, announcer, has been placed in charge of dramatics by WOWO, Fort Wayne, Ind. John Hackett has been named sports announcer and director.

JEAN WAKEFIELD, San Francisco continuity writer, producer, composer and arranger, has gone to New York City to free lance.

AL FOX, formerly announcer at KGFJ, Los Angeles, but in Mexico the past year, has returned to the air as announcer with KFVD, Culver City, Cal.

ROBERT L. REDD, producer with NBC, Hollywood, has started a course in radio writing and another in radio production at the Los Angeles branch, University of California.

TOM McKNIGHT, producer of the Lehn & Fink CBS program starring Leslie Howard; Graham Harris, music director for the sponsor, and Elizabeth Love, leading lady, are in Hollywood for the first seven programs of the series, which then will be moved to New York.

JACK TODD, for two years program director-announcer of WHB, Kansas City, has been named program director of KGGF, Coffeyville, Kan. He succeeds Don Young, with KGGF for five years, Mr. Young taking over a pastorate at Winfield, Kan.

LESTER GOTTLIEB, former radio editor of *News-Week*, has replaced H. Bruce Fouche in the press department of WOR, Newark, handling all commercial accounts.

WATSON HUMPHREY, program manager of KGW-KEX, Portland, Ore., has returned to the studios after illness from pneumonia. Peggy Williams has joined KGW-KEX as librarian.

DON FORBES, for the past year on the announcing and production staff of KHJ, Los Angeles, has resigned to join the staff of KNX, Hollywood, in a similar capacity. Forbes was formerly program director of CJOR, Vancouver.

IN THE CONTROL ROOM

JOHN G. COOK, James F. Hackett and Leroy S. Gardner have been named to the technical staff of WOR, Newark, by Jack R. Poppele, chief engineer. Cook formerly was in the radio research laboratories of Texas Co., and a ship radio operator. Hackett has been with CBS several years, as well as General Radio Co. Gardner was with CBS a year and was a Navy operator four years.

FRANK PIERCE has been named chief engineer of WOC, Davenport, replacing William Davis, who has gone to WHO, Des Moines. Ray Palmer has been added to the WOC control staff.

ARTHUR OMBERG, of the transmitter staff of WSM, Nashville, and Mrs. Omberg are parents of a son born in October. Mr. Omberg, who was injured in an auto accident in July, is expected to be released from the hospital around Nov. 1.

LEROY ANSPACK has returned to the engineering staff of WCAU, Philadelphia, after a two-month piano concert tour.

AARO HERSHEY, engineer and announcer of WOWO, Fort Wayne, Ind., is writing a radio column for the *Indiana Farmers Guide*.

JACK ELIASSEN, technician-announcer at KJBS, San Francisco, resigned Oct. 15.

LEE SHEPHERD, formerly of WCAU, Philadelphia, has joined the engineering staff of WCKY, Cincinnati. He is also a song-writer, announcer and actor.

CLIFTON M. TODD, chief operator of WNAX, Yankton, S. D., was married in October to Miss Gwyneth Pfotenhauer.

ERNEST WHITNEY has joined the engineering staff of KDYL, Salt Lake City. Allan Gunderson, also a new member, is working as transmitter operator.

ART BREARLEY in October joined the technical staff of KTM, Los Angeles, replacing Don Halsey who resigned to become associated with an oil company.

GEORGE SHERMAN, master control supervisor for CBS in Chicago, is the father of a boy born in October.

CLAIR WIDENAUER, former engineer of WOWO, Fort Wayne, Ind., has been named assistant program manager of KSO, Des Moines.

PETER CLARK, of RCA Mfg. Co., Hollywood transcription division, left for Camden, late in October to study new sound equipment.

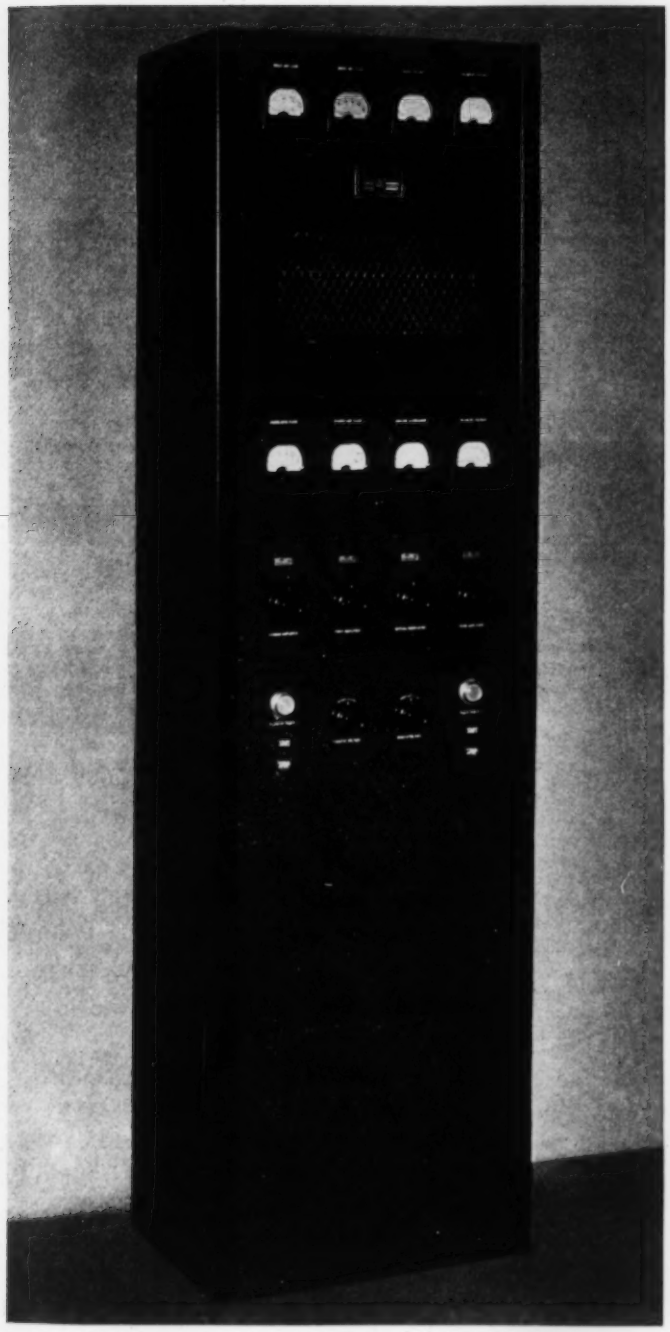
Barron Opens Office

JOHN H. BARRON, senior broadcast engineer of the FCC, formally resigned from the FCC effective Nov. 1, and has established offices in the Earle Bldg., Washington. In a consulting radio engineering practice, he will specialize in broadcasting matters. Mr. Barron has been on the broadcast engineering staff of the FCC since its creation last year, and for the four years preceding held the same position with the former Radio Commission. He has been chief assistant to Andrew D. Ring, assistant chief engineer in charge of broadcasting.

PLAYING before an audience of a thousand college students in its new auditorium, the *Los Angeles Times* in October started a *Sports Edition of the Air*, weekly, on KHJ, Los Angeles.

COLLINS TYPE 300D

100 WATT TRANSMITTER



* * *

THE NEW 300D Transmitter exactly meets the requirements of one hundred watt broadcast stations.

FIRST, the transmitter is capable of highly faithful transmission, a definite assistance in holding listener interest.

SECOND, the equipment is simple to install and maintain, and all annoyances of a technical nature are eliminated.

THIRD, the 300D is as reasonably priced as is consistent with best possible design and construction.

The 300D Transmitter is illustrated at the left. An additional cabinet is furnished as standard equipment for mounting the frequency and fidelity monitors. These two units together with the Collins Type 12E Speech Input System form a complete, properly co-ordinated installation.

The 300D has remarkable performance, exceeding all of the new standards of high fidelity transmission. The frequency response at full modulation is uniform within plus or minus 1 db. from 30 to 10,000 c. p. s. The absolute hum level is 60 db. below 100% modulation. (This corresponds to a weighted value of approximately 95 db.) Total distortion components are less than 5% of the fundamental at 100% modulation. The maximum frequency deviation is less than ten cycles. Power is readily increased to 100/250 watts. The design of the transmitter is simple and straightforward so that the excellent performance obtained in the laboratory is readily duplicated day after day in actual operation.

* * *

COLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA

NEW YORK CITY
11 West Forty-Second Street

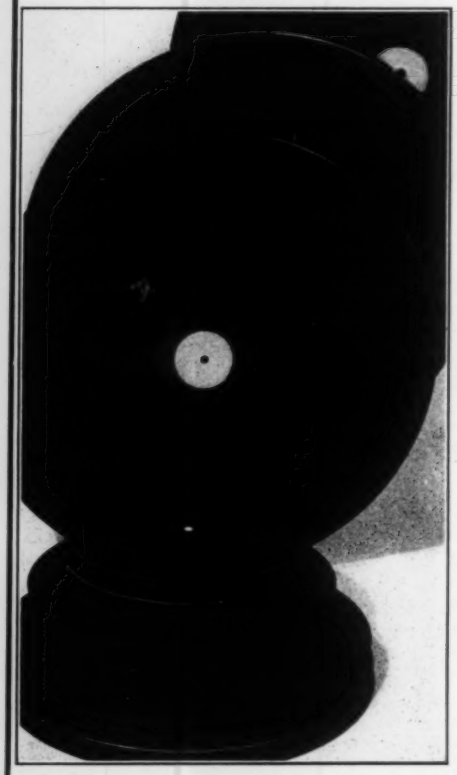
PRESTO • PRESTO • PRESTO • PRESTO

Its the disc THAT COUNTS

Your recording and reproducing machine may be of the highest quality—But! The disc upon which the program is recorded will have the final "say" in the quality of the tones that will be reproduced.

Poorly constructed discs, with soft surfaces, that easily deteriorate will result in distorted, noisy reproduction.

The newest and greatest forward step in disc manufacture—the ultra modern PRESTO GREEN SEAL DISC, is the result of years of manufacturing experience and development. Its flawless quality and fidelity of performance are the result of constant research into studio conditions and consultation with the people in the front lines—the people who use the disc year in and year out.



Check the engineering characteristics of these discs—They tell the basic story that can't be seen on the surface of the discs.

- ★ Non-breakable.
- ★ Can be played on any acoustical phonograph many times without any appreciable surface noise.
- ★ Although developed for the Presto Recorder, these discs can be cut on any standard wax recording machine.
- ★ Will not deteriorate with time.
- ★ Non-inflammable.
- ★ Three center holes properly spaced, prevent slippage during cutting.

All PRESTO equipment unconditionally guaranteed. If you are not satisfied with your purchase, return it within thirty days and your money will be refunded immediately.

Write for descriptive catalog material on the GREEN SEAL DISC or on the PRESTO INSTANTANEOUS RECORDER.

Everything for Recording—From a Needle to a Complete Studio Installation

PRESTO
RECORDING CORPORATION
139 West 19th Street, New York, N. Y.

Bellows on Censorship

(*Continued from page 24*)

fusal to renew licenses; it is censored by the broadcasters themselves because, owing to the limitation of facilities, they cannot do otherwise.

"The first type of censorship may or may not be publicly beneficial, but certainly it is not unavoidable. In view of the manifold abuses which may grow out of any extra-legal government activity of this sort, it would seem wiser, in the long run, for the Commission to stick to what is clearly its business—the promulgation and enforcement of adequate radio traffic regulation — and leave program censorship strictly alone. Violations of the law governing public utterance can then adequately be dealt with in the case of radio exactly as in that of newspapers or of ordinary addresses. A Commission which today openly disapproves of certain types of entertainment for children may tomorrow place its ban on expressions of minority opinion for their elders.

"As for the other kind of censorship, the kind exercised by the broadcasters, there seems to be absolutely no way of avoiding it. There cannot possibly be either stations or time enough to accommodate everybody who wants to use them. Government operation, as in most foreign countries, is simply an exchange of King Log for King Stork, a last resort, to be considered only in the event of failure of the private companies to render acceptable service, and gross misuse of their powers of censorship by exclusion.

"The only answer is in a fuller recognition by the broadcasters and the public of the vast responsibility which the possession of such arbitrary powers entails, and the replacement of such executives as see in radio simply a means for making money by persons with a truer sense of their obligations to society. Broadcasters have more authority than newspaper editors; but no one familiar with the two groups would argue that in breadth of vision, in education, or in courageous adherence to ideals the two groups are as yet on a par.

"The American press has fought long and victoriously for freedom from censorship. It believes, and rightly, that a government-controlled press is a sure precursor of dictatorship. Broadcasting is in some respects more potent even than the press as a molder of public opinion. In most countries it has already lost even the simulacrum of liberty, and has become wholly subservient to whatever administration for the moment controls the machinery of government. In America such a possibility seems remote, but there are danger signals flying. And because the initial progress of any censorship is devious and furtive, concealing itself until it feels strong enough to emerge in the open, the worst feature of the present censorship is the denial that it exists. If we recognize it and call it by its true name, whether it is exercised by the government or by private individuals, we shall be better prepared to deal with it when, as will one day surely happen, it stands between the American people and freedom."

THAT REMINDS ME—
Jesse Jones, Unaware of "Mike" Narrates Snappy Yarns

ANOTHER of those rare instances in which a banquet speaker, unaware that he was "on the air", ripped off a couple of spicy yarns, is reported in the following story, published in the *San Antonio Evening News* of Oct. 17:

"San Antonio radio listeners were treated to entertainment not on the program Wednesday night when they tuned in to a special broadcast of the banquet honoring Jesse H. Jones, chairman of the Reconstruction Finance Corp., at the Plaza Hotel.

"And was Jones' face red! And so were some of the radio listeners, not to mention the staff at KTSA.

"It all was caused by the fact that Jones did not know that his voice was being carried over the ether waves. And as the banquet was a stag affair, the RFC chairman let go with a few robust jokes of the variety which seldom are told in mixed company, and never are supposed to reach the unsullied ether waves.

"One of Jones' stories concerned a nudist. It caused considerable merriment at the banquet, and no doubt some consternation in a few homes. This was followed by a tale about cattle dipping which not only brought the house down at the banquet, but also brought an end to the radio broadcast.

"The radio station by that time had gotten the idea that Jones did not know his words were being picked up by a vast, unseen audience. They cut him off with the brief announcement that it was time for another program. Many startled radio listeners already had come to the same conclusion.

"The telephones at KTSA did a rushing business as radio fans began calling in to register objections to the form of entertainment."

Dr. G. E. Halley Joins In Forming New Agency

DR. GEORGE E. HALLEY, lately an account executive with the Chicago Office of Free & Sleininger and previously for many years with the sales staff of KMBC, Kansas City, has joined with H. Coy Glidden and Edward V. Murphey to form a new advertising agency, Glidden, Murphey & Halley Inc., with headquarters at 43 East Ohio St., Chicago.

Mr. Glidden came to Chicago more than 20 years ago as advertising manager of Marshall Field & Co., went to Butterick Publications as Midwestern sales manager, and for the last 18 years has been engaged in advertising agency work. Mr. Murphey has recently been manager of the Chicago office of Kelly-Smith Co., newspaper representatives, and previously was in the advertising business in New York City. The new agency will specialize in marketing research for its clients, making scientific studies of present-day market areas, a work to which Mr. Glidden has devoted much of his time during the past decade, with special emphasis on radio market analysis.

Associated

Recorded Program Service

now available to radio stations!

Recorded on

VINYLITE

the newly discovered material just released from the laboratories of the Carbide and Carbon Chemicals Corporation after years of experimentation.

NOISELESS SURFACE — NO WARPING — IMPERVIOUS TO CLIMATIC CHANGES — DEEPER, RICHER TONE QUALITY ——

Western Electric Wide Range System—Vertical cut (Hill and Dale) and Recorded under license by Electrical Research Products, Inc.

Well balanced musical programs—Elaborate productions—Most carefully selected talent.

Program scripts and regular monthly releases.

PRODUCTION LIMITED

Radio stations will be served in the order of applications received.

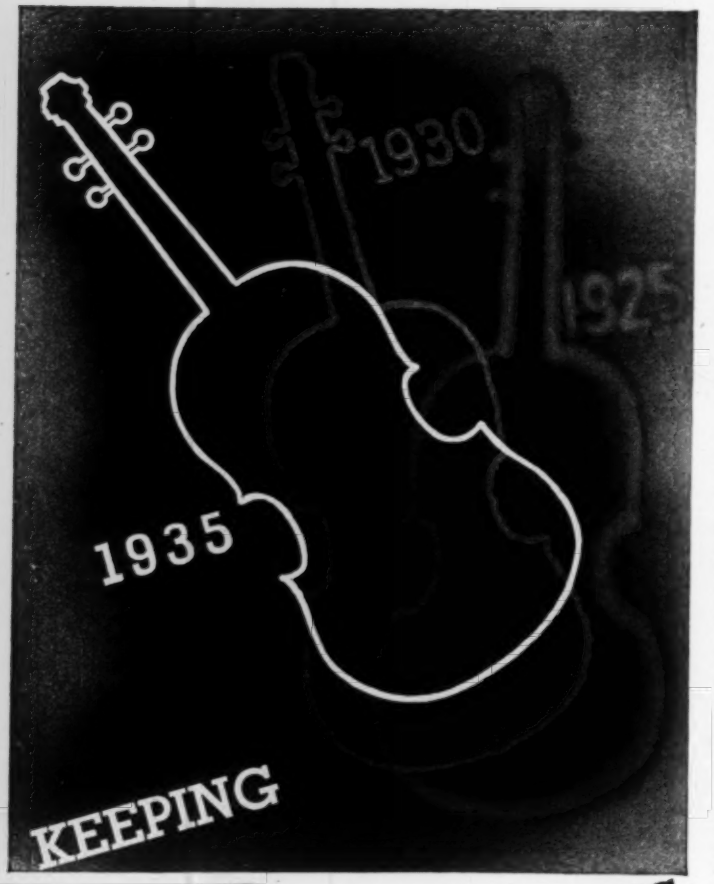
•

Produced by—

ASSOCIATED MUSIC PUBLISHERS

INCORPORATED

25 West 45th Street • New York



AHEAD OF CRITICAL TASTES

CHAIN BROADCASTING was just beginning ten years ago. Ordinary telephone circuits equipped with special amplifiers formed the first networks. They carried normal speech clearly enough—but could not faithfully reproduce the much wider frequency of certain musical instruments without noticeable distortion. Listeners were too impressed with the novelty of it all to be over-critical of blurring, blasting, fading.

Programs, sets, and telephone circuits improved together—with Bell System engineers trying always to keep ahead of the public's increasingly exacting demands. Special radio wires were added to all Long Distance cables after 1926, special circuits and equipment designed, and special personnel trained. Today, the Bell System has a plant investment of about twenty million dollars devoted entirely to program transmission.

BELL SYSTEM

News Sponsorship Alarms Press Body

Inland Convention Asks FCC To Bar Advertising Tieups

TAKING a new tack in the fight against the broadcasting of news, the Inland Daily Press Association, composed of smaller Middle Western dailies, at its Oct. 16 meeting in Chicago passed a resolution calling upon the FCC to prohibit the sponsorship of news matter. It demanded that the FCC require that news be handled purely as "an unsponsored editorial service from the station itself to its listeners in the public interest, convenience and necessity."

That the FCC is not likely to take action on this demand appeared certain, in view of the specific prohibition in the Communications Act of 1934 against the censorship of radio programs. While the matter has not yet been taken up officially, it was said informally at the FCC that news sponsorship was a matter of private contract not covered by the law.

The charge that the public is being "fooled" by sponsored news, and that such news is subject to sponsor editing, was freely made at the Inland meeting, and it was asserted by President L. I. Noyes, publisher of the *Ironton* (Mich.) *Globe*, that when news is sold for sponsorship it ceases to be news and becomes advertising. So far as could be learned, no one gave radio's side of the subject, although it is well known that newspaper-owned stations are among the leaders in carrying sponsored local, UP, INS and Transradio news.

Contract Provisions

TO THE CHARGE that UP is selling its news direct to Standard Oil, to be sponsored on behalf of Esso, prompt retort was forthcoming from Clem J. Randau, business manager of the UP, who blamed it on a misstatement which he said had been widely circulated by the Associated Press. Mr. Randau wired to Mr. Noyes as follows:

"Misstatement is absolutely untrue (1) UP signed contracts with individual stations owned by NBC which in turn sold time on air and news service to Esso, (2) all our contracts with broadcasters state specifically that UP shall at all times have editorial direction of broadcasts of news reports to the end that the facts stated in broadcasts shall be the same as stated in the news reports received from UP, (3) all our contracts require that all commercial announcements shall be clearly indicated as such and not broadcast to appear as an integral part of said news report.

"These provisions positively refute your statement that advertisers may 'change and edit sponsored broadcast news to suit sale their products.' We do not believe you have intentionally misrepresented situation but since you were misled we would like to have true situation laid before Inland convention and given equal prominence with your previous statement which understand was based on false report of our competitor and which was presumably designed to damage our business."

To this wire, Mr. Noyes replied by telegram that Mr. Randau's "clarifying statements" were read to the convention. Mr. Noyes then added: "I did not state that UP sold its news service to Standard Oil. Stenographers' copies of my address did not exactly carry wording which I actually used yesterday. I stated 'Public announcement has been made that the UP sold its news service to the NBC which in turn is reselling to the Standard Oil Co. for broadcasting purposes.'"

The text of the convention resolution follows:

Whereas, The United States postal laws prohibit any newspaper, magazine, or periodical from printing any editorial or reading matter for which money or other valuable consideration is paid unless it is plainly marked 'advertising', and

Whereas, The holders of radio licenses in the United States are accepting money from advertisers for the use of the air to disseminate news and editorial comment as a part of their advertising in order to sell their product, and

Whereas, The listening public now has no means of determining whether a news broadcast is paid for and edited by the advertiser or the advertising agency, and

Whereas, The Congress of the United States has designated full power to the FCC to regulate radio broadcasting in the United States and to license those stations which are operating in the "interest of public convenience and necessity."

Therefore, be it resolved by the Inland Daily Press Association in convention assembled that the FCC be requested to protect the listeners on all news broadcasts and preserve the true news value by requiring all subject matter under the title of news to be broadcast only as an unsponsored editorial service from the station itself to its listeners in the public interest, convenience and necessity.

Be it further resolved, that all news-gathering organizations and the newspaper be requested to cooperate in devolping an equitable plan for the broadcasting of news bulletins at regular intervals as a public service in the name of the participating groups.

Be it further resolved, that a copy of this resolution be sent to the FCC and to each member of the Congress.

Dawson Heads AAAA Group

JOE M. DAWSON, vice president of Tracy-Locke-Dawson Inc., Dallas and New York agency, has been appointed chairman of the Committee on Agency Practice of the American Association of Advertising Agencies. Members of the committee include: Harrison Atwood, McCann-Erickson, New York; L. W. Baillie, J. Walter Thompson Co., New York; George T. Eager, Batten, Barton, Durstine & Osborn, New York; Willard S. French, Brooke, Smith & French, Detroit; Winthrop Hoyt, Charles W. Hoyt Co., New York; William Reydel, Newell-Emmett Co., New York; Charles Daniel Frey, Charles Daniel Frey Co., Chicago.

Mrs. Lewis Lacey

MRS. LEWIS LACEY, wife of the program director of the Southwest Broadcasting System network, died Oct. 15, in a Fort Worth hospital. Mrs. Lacey, the former Glover Sanderson, was a graduate of the University of Texas and Randolph-Macon and a member of Gamma Phi Beta sorority. She is survived by her husband and her parents, Mr. and Mrs. H. G. Sanderson of Texarkana, Ark. Mrs. Lacey will be remembered in Salt Lake City, where her husband was with KSL; in San Francisco, where Mr. Lacey was with KYA and NBC, and in San Antonio, where he managed KTSA before becoming program director for SBS in Fort Worth.

DRUG PRODUCTS Inc., Long Island City, is using radio spot announcement to introduce a new product called Rel, for head colds.

Increase in Broadcasting Of Baseball Is Predicted During the 1936 Season

POSSIBILITY that more major and minor league baseball teams will permit broadcasting of games next year is pointed out by *Sporting News* in its Oct. 24 issue. Objections of club owners are disappearing, the periodical says, as they find that any possible losses in attendance are offset by revenue received from the stations.

Officials of the Philadelphia Athletics, according to *Sporting News*, are said to be asking $25,000 for broadcast rights. The publication also reports that General Mills Inc., Minneapolis (Wheaties), plans to spend a half-million dollars on baseball broadcasts next year, with KMOX, St. Louis; WBBM, Chicago, and WCAU, Philadelphia, said to have been signed, as well as ten Yankee stations for Boston games.

The New York situation is complicated by the suit brought by National Exhibition Co., owners of the Giants, against Tele-Flash and the New York Telephone Co., in which damages are claimed for alleged bootlegging of games, according to *Sporting News*.

The magazine reports that 90% of the stations in Mexico picked up broadcasts of World Series, even broadcasting on Sunday, ordinarily a silent day, after official sanction had been given.

Brunton Is Chairman

RALPH R. BRUNTON, president of the Northern California Broadcasting System (KJBS, San Francisco and KQW, San Jose), has been appointed chairman of the San Francisco Advertising Club's Radio Department for the ensuing year. He succeeds Harry F. Anderson, NBC Western division sales manager. Philip G. Lasky, manager of KSFO, was made vice chairman of the departmental. Others on the committee are C. P. MacGregor, president of MacGregor & Sollie Inc., San Francisco transcription producers; Owens V. Dresden, commercial manager, KFRC; Walter A. Burke, McCann-Erickson Inc., and John Parsons, Floor Traffic Adv. Service.

WEMP Makes Debut

WEMP, new Milwaukee station on 1310 kc. with 100 watts power, formally took to the air Oct. 20 after a five-day series of test programs. The station is equipped with complete RCA high-fidelity installation and a new vertical radiator. It is operated by Milwaukee Broadcasting Co. In charge is John C. Mevius, formerly active in Eastern stations and sound laboratories. Merrill F. Trapp, with a background including network productions, is program director.

Kurtis Brownell

KURTIS BROWNELL, NBC tenor, was killed Oct. 19 in a motor accident near Oklahoma City. Funeral services were held Oct. 24 in Winnetka, Ill., his home. Brownell acquired radio fame when he substituted on short notice for Richard Crooks, who was ill, at the Metropolitan Opera.

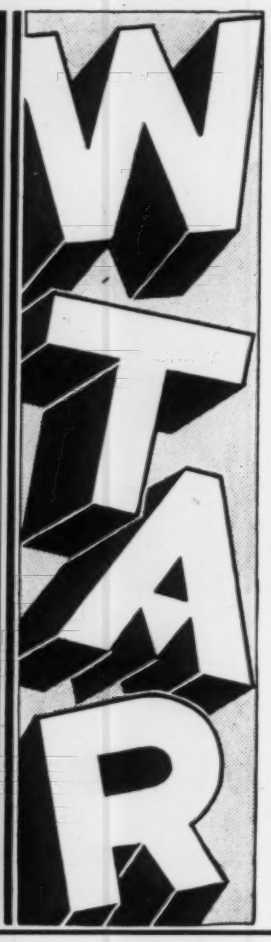
5 Times More POWER
30% More LISTENERS
Daytime-Effective Dec. 1

WOW
OMAHA, NEBRASKA.
Owned and operated by Woodmen of the World Life Insurance Association

Watch for further details, or write WOW, Omaha

ON THE N.B.C. RED NETWORK

NORFOLK, VIRGINIA



COMPLETE NBC SERVICE

EDWARD PETRY & CO.
National Representatives

Merchandising Notes

"Prevue Party" for Drug Trade — Promoting "Jumbo" Program—Window Displays—"Today on the Air"

TO ACQUAINT druggists with the new Lehn and Fink show featuring *Gene and Glenn* on WHO, Des Moines, the station in cooperation with the Des Moines Wholesale Drug Co. gave a "Prevue Party" for the drug trade preceding the debut of the new program. An invitation was sent to each druggist and his wife to write station WHO for tickets to the party, which was held in the West Ball Room of the Ft. Des Moines Hotel.

* * *

EIGHT sponsoring merchants, two newspapers and WHAS, Louisville, cooperated in an amateur series in which 672 acts competed. Sponsors drew their acts by lot and quarter-hour programs were staged by each store, a final competition winding up the series.

* * *

HOUSEHOLD FINANCE Corp., Chicago (small loans), has adopted a program of education in family money management and consumer "better buymanship" after several years of experimenting. Fifteen bulletins on how to buy specific types of merchandise have been issued, and are available to non-customers as well. The sponsor is currently using an NBC-WJZ network Tuesdays, 8:30-9 p. m. Charles Daniel Frey Co., Chicago, is the agency.

AMERICAN PACKING Co., St. Louis (Sunrise meats), is using its daily *News on Views* on KMOX, St. Louis, to discover the views of its listeners regarding Republican Presidential timber. Each morning Harry Flannery, conductor of the program, asks his audience this question: "If you were to select the Republican candidate for President in 1936, what man would you select and why?" Prizes of combination bread and meat carving knives are offered for the five best answers each day.

* * *

THE FRONT cover of the current issue of *Famous Detective Cases*, which Finlay Straus Jewelry Co., of New York, is sponsoring over WMCA, carries a notice to its readers that stories in the magazine may be heard dramatized over WMCA. The sponsor has a tie-up with the publisher of the magazine, MacFadden Publications, whereby he may use the stories for the advertising he gives the magazine by giving credit to it for the material. This is believed to be the first time a radio program has ever been publicized on the front page of a national magazine.

* * *

STANDARD OIL Co. of New Jersey, promoting its *Esso Extra* news flashes on 13 Eastern stations and *Lombardo Road* on 30 CBS stations, has sent to dealers a large illustrated brochure describing its radio advertising, with maps showing coverage of the stations. Dealers are urged to display board posters which exploit the programs, and some 50,000 time table cards were distributed for customers. The sponsor claims it has "the biggest radio campaign ever put behind any product".

* * *

ANNOUNCING its radio debut, Roger & Gallet, New York (cosmetics), sent out 2000 broadsides to dealers and jobbers, and 2000 counter cards, in addition to a new display container for lip pomade. The broadside shows pictures of Bob Crosby and his orchestra, which started for the sponsor Oct. 25 at 8:15 p. m. on 18 NBC-WJZ stations. The radio campaign is supplemented by seven national magazines. Marschalk & Pratt Inc., New York, is the agency.

* * *

REPEATING its big Madison Square Garden show in New York, Great Atlantic & Pacific Tea Co., on Nov. 4 will stage a private party in historic Convention Hall, Philadelphia, with Kate Smith as guest of honor. Some 12,000 employes of A & P stores have been invited to the celebration. Kate Smith will be impressario of a two-hour variety show.

* * *

AT LEAST 100,000 persons are believed to have seen the display window of WMBG, Richmond, Va., at the recent Richmond Radio Show. Programs of CBS sponsors using the station were featured in the attractive display

WIRE, Indianapolis, entertained some two-score representatives of Indian Refining Co. and the Texas Co., to hear a transcribed preview of the new Texaco *Jumbo* program, which started Oct. 9 on an NBC-WEAF network. At another preview, 400 employes of Kroger Grocery & Baking Co. saw the new Kroger program *House of a Thousand Eyes*, a transcription. It was piped from WIRE studios to a public address system in a local auditorium. Prior to the show, WIRE artists attended the audience, with D. E. Kendrick, manager of WIRE, and Jim Matheny, explaining the radio merchandising angles.

* * *

IREENE WICKER, whose *Singing Lady* programs are sponsored by Kellogg Co., Battle Creek, Mich. (cereal), is making a number of personal appearances for this firm. On Oct. 23 she appeared at a city-wide meeting of retail grocers in Milwaukee, and on Oct. 26 spoke to a state convention in Detroit. The Singing Lady is also breaking into print with an article scheduled for the December issue of England's *Parents Magazine*, giving her impressions of English children gleaned during her recent visit to London.

* * *

WFBL, Syracuse, gave its new fall programs a send-off with a daily *Today on the Air*, supplementing other merchandising and promotion. Robert G. Soule, in charge of merchandising, adapted programs to products and accounts in contacting dealers. A list of grocery products advertised on WFBL was printed on a card and sent to dealers for reference in window trimming. A separate card was prepared for druggists.

* * *

FOLLOWING its success with an amateur contest, staged with the cooperation of eight Louisville merchants and the *Courier Journal* and *Times*, WHAS, Louisville, signed Oertel Brewing Co. for eight amateur programs. The broadcasts are presented from the stage of the National Theatre.

* * *

UNITED Cigar Stores in Chicago and New York are using window stickers to promote listeners for the Isham Jones broadcast over WOR and WGN. These stickers are cut-outs in the form of a microphone.

* * *

CONTI PRODUCTS are distributing paper baskets to display their line of soap products. On the basket is a sign which advertises the station that broadcasts a Conti program in the community. The sponsor is using a spot campaign.

WHO Merchandising

WHO, Des Moines, has created a merchandising department under the direction of Harold W. Fulton, for 11 years with the advertising departments of the *Register* and *Tribune*, Des Moines. Later he was district manager for the Chevrolet Motor Co. in northeastern Iowa and has been associated with the Iowa Broadcasting Co.

WSAY are the call letters assigned by the FCC to the new 100-watt station to be built in Rochester, N. Y. by Brown Radio Service.

KWK

The Most
Progressive
Station In
ST. LOUIS

HOTEL CHASE ST. LOUIS, MO.

Representatives
PAUL H. RAYMER CO.
New York • Chicago • San Francisco

MILLIONS WILL SEE—The promotion of WTCN, Minneapolis, on the back of all trolley transfers in that city, is the first time advertising has been allowed on transfers in that city, or perhaps any other city. Some 70 million transfers will exploit WTCN in a year.

Calls Are Quadrupled By Cooperative Survey Of Program Popularity

CALLS on radio listeners by the Cooperative Analysis of Broadcasting, used by many agencies and advertisers to check program popularity, have been made at the rate of 400,000 a year since Oct. 4, according to Dr. D. P. Smelser, chairman of the CAB governing committee and head of the market research department of Procter & Gamble Co., Cincinnati.

Interviews are to be made four times a day instead of once, Dr. Smelser said, the number of calls thus being increased four-fold. The base for program popularity ratings will be set-owners instead of set-users. The number of calls in each city varies from 32,000 in New York to 4,000 in Spokane. Other cities to be covered are Philadelphia and Chicago with 24,000 each; Baltimore, Boston, Pittsburgh, Detroit, Kansas City, St. Louis, Cleveland, Los Angeles and San Francisco, with more than 16,000 each.

Besides Dr. Smelser, members of the governing committee are George Gallup, Young & Rubicam, treasurer; Chester H. Lang, General Electric Co.; George W. Vos, Texas Co.; L. D. H. Weld, McCann-Erickson Inc.; A. W. Lehman, Association of National Advertisers. Agency members are named by John Benson, AAAA president, and advertiser members by Allyn B. McIntire, ANA president.

The surveys will be made simultaneously in 33 cities, covering 168 days. In most of the cities there is dual or triple NBC and CBS competition.

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.

Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

Cairo Conference

THE EGYPTIAN government has announced that Feb. 1, 1938, has been chosen as the date for the next quadrennial International Telecommunications Conference at Cairo, at which all nations of the world gather to agree on international practices for all branches of radio.

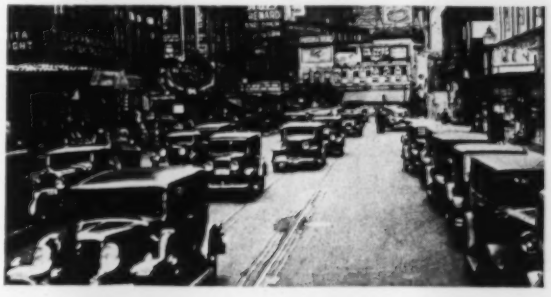
LIBEL INSURANCE

For KFPY, Spokane, on Its New Public Opinion Series

A NEW IDEA in the handling of controversial discussions over the air has been introduced by Tom Symons, operator of KFPY, Spokane, who recently started a Sunday night period titled *Public Opinion* to which all comers are invited to express freely their views on local and national subjects. Four to six speakers take the microphone weekly in the 9:15-10:15 period, the station requiring no advance perusal of their speeches and demanding only that the speakers be responsible citizens.

To protect itself against possible libel and slander suits, the station has taken out an insurance policy similar to policies written for newspapers which protects it against judgments of $2,500 to $50,000. The premium on the policy runs between $100 and $200 annually.

Mr. Symons, explaining the new departure, stated that it was inaugurated as a public service. Unlike many stations, KFPY does not even require its speakers to sign waivers exculpating the station from joint liability for any utterances. The policy does not apply to political campaign speeches, which are handled solely on a commercial basis. Mr. Symons has placed E. Harve Partidge, for 18 years on the editorial staff of the *Spokane Chronicle*, in charge of the period—his job primarily being that of determining whether the subject has sufficient public interest and examining the repsonsibility and standing of the speakers.



THE WBAL AUTO SHOW IS 52 WEEKS LONG

Yes, every week WBAL does a selling job for Chevrolet, Cadillac, Dodge, Ford, Oldsmobile, Plymouth and many others.

Gas and oil, tires and other accessories also find a profitable market in WBAL's audience of 4,000,000 listeners.

Whether your products cost a penny or thousands of dollars —WBAL will do the job intelligently and well.

You sell Maryland when you buy WBAL.

WBAL

BASIC NBC BLUE
10,000 WATTS 1060 Kcs.

National Representatives
HEARST RADIO
NEW YORK
CHICAGO
SAN FRANCISCO

Wanted Representatives

Who can sell directly to sponsors a six months' radio merchandising plan that has been sold in the following cities:

KSL — Salt Lake
A Dairy

KFPY — Spokane
A Large Grocer

KOL — Seattle
A Jeweler

KFAC — Los Angeles
A Dry Cleaner

KSO — Des Moines
A Laundry

WKRC — Cincinnati
Chain Druggist

KFJZ — Ft. Worth
A Dairy

KXYZ — Houston
Skinner Adv. Agency

KFEL — Denver
A Meat Packer

WHIO — Dayton
A Chain Druggist

WHB — Kansas City
Druggists Association

WEBC — Duluth
Chain Grocery

KFI — Los Angeles
Sustained

KECA — Los Angeles
Sustained

2-GB — Sydney, Australia

If presented to a logical sponsor can be sold on first presentation.

•

All Territories Open Except the New England States and New York.

Will give exclusive territories if you are a worker. Other Programs Available.

•

Write for information and state your set-up. Don't ask for more territory than you can handle.

Advertising Agencies' Inquiries Invited.

TRANSCRIPTION SERVICE BUREAU
C. C. McINTOSH
5505 Melrose Ave.
HOLLYWOOD, CALIF.

"Plug" Kendrick says:

"EQUIPMENT? High fidelity throughout — just like the listeners over . . . WIRE"

Formerly WKBF
INDIANAPOLIS
NBC AFFILIATE

D. E. (Plug) Kendrick
V. P. & General Mgr.

Represented by
PAUL H. RAYMER CO. · N. Y. · Chicago

Neutrality or War — Radio's Status

(*Continued from page 13*)

been secured in writing and is filed with such licensee.

Violation of the section is to be punishable by "immediate revocation" of license. This is censorship pure and simple, and in a most outrageous form. The Secretary of State is to determine what the people of the United States are to hear on issues which may be of transcendent importance to their welfare and perhaps to their very lives! Unimpeachable as is the integrity of our present Secretary of State, the right to vote on issues and on candidates becomes a mockery if the voter is to be fed his information by an official interested in justifying the views and conduct of the Administration of which he is a member.

Because of its historical interest, reference should be made to an incident which took place at the beginning of the World War. The Hague Convention of 1907 (to which the United States is a party) forbade belligerent nations (a) to erect on the territory of a neutral Power a wireless telegraphy station or other apparatus for the purpose of communicating with belligerent forces on land or sea, and (b) to use any installation of this kind established by them before the war on the territory of a neutral Power for purely military purposes, and which has not been opened for the service of public messages. It also provided that a neutral Power must not allow any of these acts to occur on its territory.

In 1912 the Atlantic Communication Co., an American corporation controlled by German stockholders, applied to the Secretary of Commerce for a license to operate a wireless station at Sayville, Long Island, under the Radio Act of Aug. 13, 1912. On Nov. 2, 1912, the Attorney General of the United States advised the Secretary of Commerce that, under the statute, the issuance of a license was mandatory, and a license was issued.

The Radio Act of 1912 gave the President power "in time of war or public peril or disaster" to close any radio station and remove its apparatus, or to authorize the use or control of any such station or apparatus by any department of the Government, upon just compensation to the owners. It did not give the President similar power in order to preserve the neutrality of the United States. Nevertheless, on Aug. 5, 1914, only a few days after the beginning of the war in Europe, President Wilson issued an Executive Order specifically applicable to radio and providing in part:

"all radio stations within the jurisdiction of the United States of America are hereby prohibited from transmitting or receiving for delivery messages of an unneutral nature, and from in any way rendering to any one of the belligerents any unneutral service * * *."

A month later, on Sept. 5, 1914, another Executive Order was promulgated authorizing the condemnation of one or more of the high-powered radio stations for government use or control in Transatlantic communications. All this was over two-and-a-half years before the United States was itself at war. This action was doubtless caused by what had occurred in the meantime in connection with the Sayville station.

Immediately at the outbreak of war, Great Britain had cut the German marine cables and it appears that thereafter the Sayville station was used for communications of a military character. The United States Government began censoring the messages handled by the station but, it is said, by a system of doctoring code messages or by variations between the message as filed and the message as transmitted, the censorship was successfully evaded. Consequently, on July 9, 1915, the Sayville station was denied a further license and a Navy Department officer took over its operation and control.

Page upon page might be devoted to the neutrality proclamations of President Wilson during the World War. From Aug. 4, 1914 to Aug. 23, 1915 he issued about 14 proclamations declaring and enjoining neutrality which, in addition to referring to the neutrality statutes, prohibited other conduct not covered by those statutes, required all persons to "maintain a strict and impartial neutrality", and enjoined citizens of this country from violating treaties or the law of nations. Such proclamations are a second potential source of additional obligations which may be imposed on broadcasters.

If the process of 1914-1915 is again to be repeated, and if conduct not covered by the neutrality statutes is to be made illegal by Executive proclamation or order, fairness requires that the proclamations or orders describe the new offenses clearly and definitely.

Public Interest Clause

A THIRD potential source is an old acquaintance, the statutory standard of "public interest, convenience or necessity". If the FCC is correct in its view that, in determining whether it will renew a broadcast station license, it may take into consideration any and all programs previously carried by the station and may *ex post facto* refuse to renew a license because of programs which, irrespective of whether they are otherwise illegal, do not meet the Commission's conception of public interest, then indeed it is hard to forecast what broadcasters may or may not safely do in the role of citizens of a neutral country. It is to be hoped, at least, that, so far as procedure is concerned, they will not have to carry a burden such as at times they seem to bear in connection with advertising, i. e., responsibility for what may be in the files of any one of three or four other governmental regulatory agencies (e. g., the Pure Food and Drug Administration, the Federal Trade Commission, the Post Office Department and the Department of Justice). The Commission's power to make regulations is just as broad (or as narrow) as its power to grant or refuse applications for renewal of license; both powers are governed by the statutory standard "public interest, convenience or necessity." If, therefore, the Commission should decide to discipline broadcasters for alleged breaches of neutrality, it is reasonable to expect that it will first promulgate definite regulations on the subject so that they may be advised of their rights and duties. It is also to be hoped that the broadcaster will not be held to the absolute and arbitrary liability to which he has been subjected by decisions under the copyright laws and the law of defamation, that is, liability for an offense not knowingly committed.

In permitting discussion of issues such as those raised by wars

WANTED

PROGRAM EXECUTIVE
FOR LARGE WESTERN STATION

REQUIREMENTS:

- Not Over 35 Years Old
- Thorough Radio Background
- College Education or Equivalent
- Temperate Habits
- Ability to Supervise a Volume of Program and Production Detail
- General Working Knowledge of Music, Drama, Literature, Etc.

In Applying for This Position Give Your Complete History, Salary Requirements, References and Enclose Recent Photo.

BOX 401 BROADCASTING

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & SLEININGER

WFIL adelphia
Only Philadelphia outlet for N. B. C. Basic Blue Network
560 Kilocycles 1000 Watts

pend.ng elsewhere in the world, is the broadcaster under any obligation to see to it that the two or more sides to any question are given equal opportunity before his microphone? From a technical legal point of view, I believe he is not, although I hasten to disclaim any attempt to prophesy the ult.mate meaning of "public interest". When Congress made the requirement of equal opportunity for candidates for political office, I believe it excluded, and intended to exclude, a similar requirement for other radio programs.

Yet cons.derations of policy and the lessons of history suggest that, within the realm of practicability, a high degree of impartiality should be maintained. Any marked partiality may be the surest route to corrective legislat.on. Furthermore, who can foresee whether our own country may not eventually abandon its neutral status and range itself on one side or the other of the conflict? Statements which are the privilege of a neutral citizen today may be tantamount to treason tomorrow. It is notoriously true that many persons were thrown into jail after April 6, 1917 more for utterances made before that date than for anyth.ng they did afterwards. Finally, if there is any one path more certain than another to draw us into the vortex, it is a one-sided knowledge and opinion on the part of our people on the merits of the issues.

WREN Writ Denied

THE PETITION of WREN, Lawrence, Kan., for a writ of certiorari to review the decision of the U. S. Court of Appeals for the District of Columbia, was denied Oct. 21 by the U. S. Supreme Court. Following custom, the court made the announcement orally, without stating its reasons. The lower court, by a 3 to 2 vote, had held that stations have no right to go to court for injunctive relief in advance of FCC actions which might prejudice their operations. WREN had been denied a petition to intervene in the hearing of WHB, Kansas City, for increased facilities, and had appealed from that action. The Supreme Court's refusal to review means that the FCC may now proceed with the WHB hearing.

BLIND school children now may obtain in Braille the notebooks used in the NBC *Music Appreciation Hour.*

CBS Thwarts British Move To Halt Speech by Italian

AN INQUIRY into the facts relating to the British Postoffice Department's refusal to relay the scheduled Oct. 10 broadcast of Baron Aloisi, chief Italian delegate to the League of Nations, has been ordered by the FCC. Baron Aloisi was to have spoken from Geneva via the Transatlantic telephone over CBS but was refused the British short wave facilities as an application of British sanctions against Italy. Thereupon CBS invited him to speak direct from Rome, which he did on the following Sunday via RCA Communications Inc. circuit. The incident aroused considerable comment as illustrating British censorship methods, especially in view of the fact that the Ethiopian delegate had been permitted to speak over the same circuit a few days earlier. Though the FCC has no authority over British radio, which is a governmental monopoly, the incident lent strength to its recent decision granting A. T. & T. authority to operate another Transatlantic radiotelephone circuit direct with a new French government station to be erected in Paris next spring.

THE FIVE Pittsburgh stations and WHJB, Greenburgh, Pa., and WLEW, Erie, Pa., joined in providing artists for the dedicatory ceremonies Oct. 31 celebrating the increase in the day power of WCAE, Pittsburgh, to 5,000 watts. The week of Oct. 27 was given over to formal opening of WCAE's new quarters in the William Penn Hotel, with the new RCA transm tter being dedicated Oct. 31.

FCC Schedules Hearings On 12 Abeles Applications

HEARINGS on applications for 12 of the 15 new stations in Midwest communities being sought by Emmons L. Abeles, Minneapolis attorney, have been set before an FCC examiner during the week of Dec. 9. With the exception of a new 250-watt station sought in St. Paul, which would take over the facilities of KGDE, Fergus Falls, Minn., all of the other applications are for 100-watters. Robert J. Dean, stockholder in three South Dakota stations, is named as partner of Mr. Abeles, with James E. Hanley, former Radio Commissioner, acting as their attorney.

The FCC schedule calls for hearings before an examiner on the need for the proposed new stations in the various communities as follows: Dec. 9, Winona, Minn. and Appleton, Wis.; Dec. 10, Ft. Dodge, Ia. and Mankato, Minn.; Dec. 11, Clinton, Ia. and Wausau, Wis.; Dec. 12, Mason City, Ia. and Burlington, Ia.; Dec. 13, Grand Island, Neb. and Hastings, Neb. In addition the same applicants seek new stations at Eau Claire, Wis.; St. Cloud, Minn.; Waterloo, Ia., and Bismarck, N. D. No hearing dates for the latter four applications have been fixed.

FIRESTONE TIRE & RUBBER Co., Akron (tires and tubes) will return to an NBC-WEAF network Nov. 4, 8:30-9 p. m., the eighth year the sponsor has been on the air. Richard Crooks and Margaret Speaks will sing on the first three programs, with Nelson Eddy to appear later in the series. Sweeney & James Co., Cleveland, handles the account.

WJAY

Cleveland
610 Kilocycles
An Independent Station
with
BIG Coverage
in Ohio

WFBL

November 19th will mark the end of 13 years of successful operation of WFBL. During these years it has always led in hours of commercial broadcasting.

During the week, October 21-27, 1935, WFBL carried 37.6% more hours of chain commercial programs; 50% more hours of national, spot programs and 90% more hours of local advertisers' programs, than any other station serving the Syracuse market.

We will gladly send detailed information regarding commercial broadcasting activities in Syracuse on request.

SYRACUSE, NEW YORK

ON WAAT NEWS
was a feature
4½ Years Ago

News is nothing new as an audience-getting feature on this station. As anciently as 4½ years ago, international, national and local flashes were being flagged over the air-waves of WAAT to all of Northern New Jersey, clean into Metropolitan New York.

Programming of this typical sort has helped make WAAT listened to — in more ways than one, as advertisers can tell you from dollars-and-cents results.

WAAT has no illusions of comparison with the stars of the Very First Magnitude. It does offer itself, however, as a mighty brilliant constellation in the firmament of near-great stations definitely able to do a checkable, productive job.

ACTUALLY—

Northern New Jersey is a territory of closely knit, large and small communities approximating 2,225,000 people—for all practical purposes equivalent to the total population of Boston, St. Louis and Pittsburgh, put together. Can you use this market?

The Facts Are Yours On Request.

Write or Call For Them.

940 KC
WAAT
JERSEY CITY & SUBURBS

"There's the territory where people have *money to spend*—and WDRC reaches them best."

WDRC

Basic CBS Station

"The Advertising Test Station In the Advertising Test City"

HARTFORD, CONN.

USED HIS PALATE
Alert Selling Lands Ice Cream and Pretzel Accounts

A CLEVELAND pretzel company was a bit doubtful about using radio; also an ice cream company.

So Lloyd Venard, sales promotion director of WGAR, that city, letting his palate be his guide, sold both companies by having them include institutional copy for each other.

The ice cream copy reads: "There's nothing that adds to the deliciousness of our ice cream like a few pretzels. They give that contrast of tastes that make you wish you'd discovered them before." Then the pretzel company says: "Some folks prefer beer with pretzels. Possibly you do. But, for those of you who haven't liked beer—try pretzels with your ice cream."

Iron Range's Second

SUSTAINING Examiner Hyde's findings after a hearing, the FCC has authorized Head of the Lakes Broadcasting Co., operator of WEBC, Duluth-Superior, and WMFG, Hibbing, Minn., to erect a new 100-watt station on 1370 kc. in Virginia, Minn. The order is effective Nov. 26, after which construction is scheduled to start. The station will be the second on Minnesota's Iron Range and will complete the third link of the Northern Minnesota network planned by the WEBC-WMFG operators, who already have the two stations linked by telephone wires.

High NBC Talks Chief

STANLEY HIGH, journalist and news commentator, Oct. 28 was named to the newly created post of director of talks of NBC by John F. Royal, NBC vice president in charge of programs. He is a former editor of the *Christian Herald* and European correspondent for the *Christian Science Monitor*, and joined several NBC years ago as a news commentator.

Citrus Spot Campaign

FLORIDA Citrus Commission will use spot radio in conjunction with a printed media campaign to get under way shortly. It plans to spend between $400,000 and $500,000 for all advertising this fall and winter. Ruthrauff & Ryan Inc., New York, handling the account, says it plans to use five-minute dramatized spots over stations located in its client's territory, who does not have national distribution. The station list has not yet been completed.

New Oil Campaign

ATLANTIC REFINING Co., Philadelphia (oil), used an intensive one-minute spot campaign over about 50 stations during the week of Oct. 28 to Nov. 2. Practically all stations in New Jersey, Delaware and Pennsylvania were used, including all of the stations which broadcast the Saturday night CBS program for this sponsor. Spots were scheduled for twice each evening. N. W. Ayer & Son Inc., New York, is the agency.

Steel Maker on Air

COLUMBIA STEEL Co., San Francisco (manufacturers of steel products), for the first time is including radio in its advertising and is using 15 minutes daily, five times weekly, on KQW, San Jose, KFBK, Sacramento, and KWG, Stockton, in a three-week test campaign. Titled *The Bridge Builder*, the broadcast tells the romantic story behind the scenes of the building of the San Francisco-Oakland Bay Bridge, now under construction. As a tie-in, a piece of the wire cable being used in the bridge cable-spinning operations is sent to all listeners writing in for this souvenir. Walker Adv. Agency, San Francisco, is servicing the account.

Television May Use New Coaxial Cable

TELEVISION development was interpreted as having been given an impetus with a declaration by the American Telephone and Telegraph Co. that it had no objection to having its proposed coaxial cable experimental installation between New York and Philadelphia used for visual transmission, in a petition filed Oct. 29 with the FCC seeking a rehearing and reconsideration by the Commission of its order issued last August authorizing the cable's construction.

A. T. & T., which was joined by the New York Telephone Co. in the rehearing petition, however, asked the FCC not only to consider its possible lack of jurisdiction over experimental operations but also to clarify the language of its order to permit the use of the cable for the development of A. T. & T. television patents and to amend other language to protect the property rights of the cable for the telephone company, which developed it.

The petition, in citing television transmission and the FCC's order that parties interested in the development should have access to and use of the cable, declared that the A. T. & T. and New York Telephone companies "have no objection to making the cable with which petitioners themselves would experiment, available to the use of other parties for the purpose of connecting their sending or receiving television apparatus to the terminals of petitioners' cable and of experimentally testing said apparatus." The A. T. & T. petition, however, wished the Commission order clarified so that the cable's television use should be limited to television transmitting and receiving experiments by outside parties.

Other points of the petition for the FCC's reconsideration of its order stressed that the terms of the order should be revised so the A. T. & T.'s property rights in the cable should be protected.

RCA announced several months ago that it would expend upwards of $1,000,000 in television experimentation, and that next spring it would establish a test station somewhere in the area between New York and Philadelphia. It is known that it plans to use the coaxal cable for experimental visual transmission—looking to the day when there will be network-television broadcasting.

New Foley Series

FOLEY and Co., Chicago (Foley's Honey & Tar), is sponsoring *Lulu Belle and Scotty* six mornings a week from 8 to 8:15 over WLS, Chicago. Lulu Belle was named first of all women entertainers on the air in a nationwide popularity poll recently conducted by *Radio Guide* and was fifth in the more recent Coast-to-Coast vote for this year's Radio Queen. Agency: Lauesen & Salomon Adv. Agency, Chicago.

Western Electric's NEW
NON-DIRECTIONAL MIKE

...lets them really gather 'round and sing

$70

(including cord and jack)

Dynamic type... picks up equally well from all directions. Developed by Bell Telephone Laboratories... made by Western Electric... distributed by Graybar. Order yours today.

Western Electric
BROADCASTING APPARATUS

ACTUAL SIZE

COMPLETE

UNITED·PRESS

NEWS COVERAGE

•• Exclusive ••
JOHN BLAIR & CO.
Station Representatives
NEW YORK CHICAGO DETROIT SAN FRANCISCO

SCOOPS

Here are a few flash-backs from recent issues of BROADCASTING. They speak for themselves—clean, accurate news beats, devoid of rumor, guesswork or gossip. They give you one of the reasons why BROADCASTING enjoys the confidence of nearly 5,000 regular readers among national and regional advertisers, advertising agencies, station executives and others in the business of broadcasting.

Roosevelt Message Launches NAB Meeting

By SOL TAISHOFF

President Expresses His Faith in American Broadcasting; Copyright Will Be Burning Issue; Prall Keynote Speaker

Joint Federal Program Control Likely

FCC and FTC to Get Together in an Effort to D... Respective Duties in Watching Radio Ad...

Federal Report Points Way for Railroads

By J. FRANK BEATTY

Eastman Again Urges Them to Advertise Their Services; Wider Use of Radio Suggested in AAAA Rail Analysis

FCC Ponders Super-Power, More Stations

By SOL TAISHOFF

Proposal to Adapt Broadcasting to Modern Engineering Also M...

Facsimile Looms as Press Rushes Into Radio

By SOL TAISHOFF

CBS Places Limit on Sponsor Credits

Laxative and Childrens Programs Are Rigidly Restricted; 10% Limit on Night Continuities; Prall Fi...

FCC Continues Scrutiny of Programs

Score of Stations Get Temporary License Renewals; Post Office Department Issues Order on Congoin...

Lehn & Fink Signs For Spots To Supplement Network Series

Popular Studio Programs Selected on 2... With C...: Four Six H... Taken as a whole, and in spite

Network Income for 8 Months of 1935 Almost Equals Total for All of Last Year

FTC Takes Control Over Radio Advertising

By SOL TAISHOFF

Stations Given Right to Sign Stipulations By Which They Agree to Abide By Rulings on Questionable Accounts

Plans for Ageney Recognition Bureau Headed for Failure; 27 Stations Sign

WITH only 27 stations of the requisite minimum of 120 having signified their intention of participating in the organization, the half of their stations, although Mr. Baldwin

ELLIOTT ROOSEVELT SBS VICE PRESIDENT

ELLIOTT ROOSEVELT, 27-year-old son of the President, has taken up his ... of the Broad... sales ...

Mr. Roosevelt

Record Fall and Winter Business Forecast

Figures in Radio Advertising Field Are Unanimous ... Trend in Total Sales of Time

Standard Oil to Use UP News In Broadcasts on NBC Group

...nel and Operated Stations to Carry ...

FCC Investigating Marmola Accounts

Several Stations Are Affected; Federal Policy Still in Fog

AS THE latest phase of its anti-medical program crusade, the FCC ... compiled ... out the Marmola ac...

What Lies Ahead in Broadcast Advertising?

By DR. HERMAN S. HETTINGER

Further Growth of Local Stations ...

KLZ, DENVER, SOLD TO OWNERS OF WKY

SALE of KLZ, Denver, to the interests owning WKY, Oklahoma City, was disclosed July 25 when application was filed with the FCC ...

Loucks Resigns As NAB Managing Director

Five-Year T... By SOL ...

Scripps-Howard Enters Broadcasting Field

By SOL TAISHOFF

Will ... dio Affiliations in Its Publication Cities; ...sident and Hanrahan Vice President

"RADIO JOURNALISTS"—Here are the executives of the Scripps-Howard organization, who are launching its broadcasting projects. Left to right: Karl A. Bickel, president of United Press; Robert P. Scripps, vice president of the Scripps-Howard Radio and ...

ASCAP Trying to Boost Rates By 40% In Rider to Contract

Charges Would Be Boosted by That Amount in Case Warner Bros. Houses Withdraw by Dec. 31

FEAR that the Amer... Composers, Author... Pu...

Blackett-Sample-Hummert Holds Lead Among Agencies in Network Business

No little concern is being evinced ... Canadian ... work. ... BLDING ... advantage it gained ... Blackett-Sample-Hummert ... list of advertising ... according ...

Clear Channel Stations Study Super Power Pending FCC Rule

Comprehensive Federal Survey Nearing Completion; WGN, WSM, KFI, KNX Contemplate 500 kw.

declaration of ... the FCC ... channel, a high-power ... versing ...

BROADCASTING combined with **Broadcast Advertising**

National Press Building ... Washington, D. C.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

WSM, Nashville

Olson Rug Co., Chicago, weekly *sp*, thru Philip O. Palmer & Co., Chicago.
Procter & Gamble Co., Cincinnati (Oxydol), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., N. Y.
Palmer Match Co., Akron (Strikalite matches), weekly *sp*, thru Edward M. Power Co., Pittsburgh.
Slingerland Banjo & Drum Co., Chicago, weekly *sp*, thru Heath-Sechof Inc., Chicago.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.
Akron Lamp Co., Akron, 3 weekly *t*, weekly *sp*, thru Guenther-Bradford & Co. Inc., Chicago.
Kester Solder Co., Chicago, weekly *sp*, thru Aubrey, Moore & Wallace Inc., Chicago.
Morton Salt Co., Chicago, weekly *sp*, thru Wade Adv. Agency, Chicago.
Methodist Publishing House, Nashville, weekly *sp*, direct.
Bunte Bros., Chicago (candy), 3 weekly *sa*, thru Fred A. Robbins Inc., Chicago.
Bulova Watch Co., New York, 16 weekly *sa*, thru Biow Co. Inc. N. Y.
Buick Motor Co., Detroit (autos), 20 *sa*, thru Erwin, Wasey & Co. Inc., N. Y.
Pure Oil Co., Chicago, 8 weekly *sa*, thru Freitag Adv. Agency Inc., Chicago.
Ralston Purina Co. Inc., St. Louis (cereal), 3 weekly *sa*, thru Gardner Adv. Co., St. Louis.
Dorothy Perkins Co., St. Louis, 4 weekly *sa*, thru Ridgway Co., St. Louis.
Zenith Radio Corp., Chicago (radio sets), 52 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
RCA Mfg. Co., Camden, N. J. (radio sets, tubes), 2 weekly *sa*, thru Lord & Thomas, N. Y.

KNX, Hollywood

Pinex Co., Fort Wayne, Ind. (proprietary), 6 weekly *sa*, thru Philip O. Palmer & Co., Chicago.
Reliance Mfg. Co., Chicago (Big Yank shirts), weekly *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Sterling Products Inc., New York (Cal. Syrup of Figs), 4 weekly *t*, thru Stack-Goble Adv. Agency, N. Y.
Carlsbad Products Co. Inc., New York (proprietary), weekly *sp*, thru H. M. Kiesewetter Adv. Agency, N. Y.
Geppert Studios, Des Moines (photographs), weekly *sp*, thru Lessing Adv. Co., Des Moines.

WRAK, Williamsport, Pa.

Swartchild Co., Chicago (jewelry), weekly *ta*, thru Neisser-Meyerhoff Inc., Chicago.
Colonial Biscuit Co., Pittsburgh, 5 weekly *t*, thru Walker & Downing, Pittsburgh.
Watchtower Bible Society, Brooklyn, weekly *t*, direct.

WENR, Chicago

Maryland Pharmaceutical Co., Baltimore (Rem), 182 *sa*, thru Joseph Katz Co., Baltimore.
Grove Laboratories Inc., St. Louis (Grove's nose drops), 104 *t*, thru Stack-Goble Adv. Agency, Chicago.

KYA, San Francisco

Wander Co., Chicago (Ovaltine), 5 weekly *t*, thru Brackett-Sample-Hummert Inc., Chicago.
Carlsbad Crystal Products Co., New York (Carlsbad crystal salts), 3 weekly *t*, thru H. M. Kiesewetter Adv. Agency Inc., N. Y.

WBAL, Baltimore

California Fruit Growers Exchange, Los Angeles (Sunkist), 100 *sa*, thru Lord & Thomas, Los Angeles.
Carleton & Hovey Co., Lowell, Mass. (Father Johns medicine), daily *sa*, thru John W. Queen, Boston.
Cadillac Motor Car Co., Detroit, 26 *ta*, thru MacManus, John & Adams Inc., Detroit.
City Tax Collector, Baltimore, 10 *sa*, thru Louis E. Shecter Adv., Baltimore.
Sterling Products Inc., New York (Dr. Lyon's toothpowder), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., N. Y.
Sterling Products Inc., New York (Phillips cosmetics), 3 weekly *t*, thru Blackett-Sample-Hummert Inc., N. Y.
M. J. Breitenbach Co., New York (Pepto Mangen), 52 *ta*, thru Brooke, Smith & French Inc., N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 7 weekly *sa*, thru Joseph Katz Co., Baltimore.

KINY, Juneau, Alaska

Funk & Wagnalls Co., New York (Literary Digest), 3 weekly *sp*, direct.
Carter Medicine Co., New York (liver pills), daily *ta*, thru H. H. Good Adv. Co., N. Y.
Coleman Lamp & Stove Co., Wichita, Kan. (house appliances), daily *sa*, thru Potts-Turnbull Co. Inc., Kansas City.
Crazy Water Crystal Co., Seattle branch (mineral crystals), 13 *t*, direct.
Gardner Nursery Co., Osage, Ia. (plants), 26 *ta*, thru Northwest Radio Adv. Co., Seattle.

WBBM, Chicago

United Drug Co., Boston (Rexall products), 5 *t*, thru Spot Broadcasting Inc., N. Y.
Chocolate Products Co., Chicago (Stillicius chocolate drink), 65 *t*, thru J. L. Sugden Adv. Co., Chicago.
Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky, Winners cigarettes), 38 *sp*, thru Ruthrauff & Ryan Inc., N. Y.

KMOX, St. Louis

Sterling Products Inc., New York (Dr. Lyon's Tooth Powder), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., N. Y.
Skelly Oil Co., Kansas City (gasoline), 5 weekly *t*, thru Russell C. Comer Adv. Co., Kansas City.
Sterling Products Inc., New York, Phillips cosmetics), 3 weekly *t*, thru Radio Broadcasting Inc., Chicago.
Sterling Casualty Insurance Co., Chicago (insurance), 6 weekly *sp*, thru Radio Broadcasting Inc., Chicago.
Dorothy Perkins Co., St. Louis (cosmetics), 52 *sa*, direct.

KOMO-KJR, Seattle

American Radiator Co., New York, 18 *t*, thru Marschalk & Pratt Inc., N. Y.
Armand Co., Des Moines (cosmetics), 13 *sa*, thru Coolidge Adv. Co., Des Moines.
California Brewing Assn., San Francisco, 3 weekly *sa*, thru Emil Brisacher & Staff, San Francisco.
Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 78 *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Dri-Brite Inc., St. Louis (wax), 16 *t*, thru Ruthrauff & Ryan Inc., N. Y.
Omega Shoe Polish Co., Los Angeles, 8 *sa*, thru McCarty Co., Los Angeles.
Wheatena Corp., Rahway, N. J. (cereal), 39 *t*, thru McKee & Albright Inc., Minneapolis.

WOWO-WGL, Fort Wayne, Ind.

McKenzie Milling Co., Quincy, Mich. (pancake flour), 3 weekly *sp*, thru Rogers & Smith, Chicago.
Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), daily *sa*, thru Mitchell-Faust Adv. Co., Chicago.
Kroger Grocery & Baking Co., Cincinnati, weekly *t*, thru Ralph H. Jones Co., Cincinnati.
Lavena Corp., Chicago (bath powder), 3 weekly *ta*, thru Lord & Thomas, Chicago.
Bay State Fisheries Co., Boston (40 fatham fish), weekly *t*, thru Street & Finney Inc., N. Y.

"This hour of silence is coming to you through the courtesy of the Pemington Noiseless Typewriter Company. . ."

Cartoonist Beaven in the New York American.

WMAQ, Chicago

Massachusetts Mutual Life Insurance Co., Springfield, Mass. (life insurance), 26 *t*, thru R. J. Potts Co., Kansas City.
Battle Creek Food Co., Battle Creek, Mich. (food), 26 *sa*, thru William Douglas McAdams, New York.
Cranberry Canners Inc., South Hanson, Mass. (Ocean Spray cranberry sauce), 26 *sa*, thru William Douglas McAdams, New York.
Kraft-Phenix Cheese Corp., Chicago (Philadelphia cream cheese), 26 *sa*, thru J. Walter Thompson Co., Chicago.
Libby, McNeil & Libby, Chicago (canned goods), 26 *sa*, thru J. Walter Thompson Co., Chicago.
Illinois Central Railway System, Chicago (suburban train service), 312 *sp*, thru Caples Co., Chicago.
Libby, McNeill & Libby, Chicago (food products), 2 weekly *sp*, thru J. Walter Thompson Co., Chicago.
Kraft-Phenix Cheese Corp., Chicago (cheese), 2 weekly *sp*, thru J. Walter Thompson Co., Chicago.

WGY, Schenectady

Hartz Mountain Products Inc., New York (bird seed), 13 *sp*, thru Ernest Davids Inc., N. Y.
Utica Knitting Co., Utica, N. Y. (underwear), 26 *sa*, thru John Thomas Miller, N. Y.
Sun Oil Co., Philadelphia (gasoline, oil), 3 weekly *sp*, thru Roche, Williams & Cunnyngham Inc., N. Y.
Durkee-Mower Inc., Lynn, Mass. (marshmallow dessert), 26 *sp*, thru Harry M. Frost Co., Boston.
Reid, Murdoch & Co., Chicago (Monarch food), 300 *sa*, thru Philip O. Palmer & Co. Inc., Chicago.

WHP, Harrisburg, Pa.

General Mills Inc., Minneapolis (Bisquick), 24 weekly *ta*, thru Knox-Reeves Adv. Inc., Minneapolis.
Ironized Yeast Co., Atlanta (proprietary), 3 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Ex-Lax Mfg. Co., Brooklyn (proprietary), 2 weekly *t*, thru Joseph Katz Co., Baltimore.

WNAX, Yankton, S. D.

Land O'Lakes Creameries Inc., Minneapolis, 3 weekly *sp*, thru Campbell, Mithun Inc., Minneapolis.
Northwestern Fuel Co., Minneapolis (Chemicole), 2 daily *sa*, thru Critchfield-Graves Co., Minneapolis.
Panda Briquet Co., Minneapolis (P & A briquets), 52 *sa*, thru Erwin, Wasey & Co. Inc., Minneapolis.

WOR, Newark

Atlantis Sales Corp., Rochester, N. Y. (Coleman's mustard), 3 weekly *sp*, thru J. Walter Thompson Co., N. Y.
Walker Gordon Laboratory, Plainsboro, N. J. (acidophilus milk, etc.), weekly *sp*, thru Donahue & Coe Inc., N. Y.

KGMB, Honolulu

O'Connor, Moffatt & Co., San Francisco (dry goods), 6 weekly *sa*, direct.
Pacific Greyhound Lines Inc., San Francisco (travel), 3 weekly *sa*, thru Beaumont & Hohman, San Francisco.

WCKY, Cincinnati

ITS Co., Elyria, O. (rubber heels), 26 *sa*, thru Carr Liggett Inc., Cleveland.
American Gas Machine Co., Minneapolis, 13 *sa*, direct.
Reo Motor Car Co., Lansing, Mich., 26 *sa*, thru Maxon Inc., Detroit.

KGDE, Fergus Falls, Minn.

United Drug Co., Boston (Rexall products), 5 *t*, thru Street & Finney Inc., New York.

KSFO, San Francisco

Aetna Casualty & Surety Co., Hartford, Conn., *sa*, thru local agency.

Networks Run Far Ahead in 9 Months

CONTINUING their upward climb, major network time sales showed gains again in September, and the total of NBC and CBS business for the first nine months of 1935 amounted to $34,392,603. This compares with about $29,000,000 for the same period of 1934 and the slightly more than $42,659,000 for all of 1934. At the present rate, especially with the most flourishing months of the year yet to be reported, it is not unlikely that the networks will account for around $50,000,000 in revenues when the final figures for 1935 are compiled.

CBS retained its lead for the greatest increase in fall business, its September revenues running 55.2% ahead of the same month last year. The NBC-Red network, for many months almost "sold out", increased only 1.4%, but the NBC-Blue network showed a gain of 51.5%.

For the nine months so far reported in 1935, the CBS gain is 24.5%, the NBC-Red 18.5% and the NBC-Blue 18.8% over the same period of last year.

Networks' Gross Monthly Time Sales

NBC-WEAF (Red)

	1935	% Gain Over 1934	1934	1933	1932
January	$1,729,137	32.0	$1,309,662	$1,031,373	$1,421,034
February	1,620,977	33.3	1,215,998	908,531	1,379,120
March	1,802,741	31.1	1,374,910	1,028,935	1,484,906
April	1,656,283	22.2	1,355,587	809,508	1,297,903
May	1,614,969	12.0	1,441,900	816,665	1,150,152
June	1,464,124	15.1	1,272,480	824,155	979,262
July	1,360,833	12.3	1,212,163	759,155	933,295
August	1,214,307	4.5	1,161,581	869,054	911,950
September	1,234,766	1.4	1,218,219	884,699	904,071
Total	$13,698,137	18.5	$11,562,500	$7,932,075	$10,461,693

CBS

January	$1,768,949	25.8	$1,405,948	$941,465	$1,348,842
February	1,654,461	19.2	1,387,823	884,977	1,319,414
March	1,829,553	20.0	1,524,904	1,016,102	1,436,050
April	1,615,389	17.8	1,371,601	775,487	1,354,592
May	1,287,455	2.5	1,255,887	624,256	1,326,994
June	1,066,729	15.2	925,939	553,056	915,830
July	910,470	44.5	630,290	445,414	591,183
August	879,019	71.2	513,315	499,638	540,342
September	1,086,900	55.2	700,491	547,203	685,156
Total	$12,098,925	24.5	$9,716,198	$6,287,598	$9,518,403

NBC-WJZ (Blue)

January	$1,093,749	10.6	$988,503	$752,052	$1,068,868
February	1,072,136	18.7	902,866	744,209	1,054,490
March	1,156,032	12.4	1,028,552	859,572	1,228,844
April	975,970	5.6	924,623	783,898	1,227,530
May	1,007,931	8.7	926,880	761,231	1,041,195
June	863,511	5.1	821,607	609,830	1,002,039
July	795,525	38.0	576,429	539,662	810,948
August	756,797	55.0	488,202	459,413	756,873
September	873,890	51.5	577,033	582,837	813,377
Total	$8,595,541	18.8	$7,234,695	$6,092,704	$9,004,164

Colgate Adds Stations

COLGATE - Palmolive - Peet Co., Jersey City (Kwik Solv and Super Suds), has enlarged its quarter-hour transcription campaign by adding four stations in the East. They are WIBX, Utica; WBRE, Wilkes-Barre; WMAS, Springfield, Mass., and WTBO, Cumberland. Broadcast on Mondays, Wednesdays and Fridays the series features Phil Cook. Recordings are made by RCA-Victor. Benton & Bowles Inc., New York, handles the account.

Pittsburgh Glass on NBC

PITTSBURGH PLATE GLASS Co., Pittsburgh, heavy user of spot radio during the earlier part of the year, plans to make its network debut on a big NBC-WJZ hookup next February, having reserved the 8:30-9 p. m. period, Wednesdays. The complete station lineup has not been announced, but it will include several supplementary groups. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

TO AID in plans being made by the New Jersey State Police to set up a state radio-telegraph hookup to combat crime, Gov. Hoffman has appointed J. R. Poppele, WOR chief engineer, and G. W. Johnstone, WOR public relations director, to the N. J. Police Radio Survey Commission.

1,000 Watts 1260 Ks.

—NOW—

KGVO

High Fidelity Vertical Radiator

MISSOULA MONTANA

Spendable Money per Capita, $642.00

WSOC

Transradio News

WSOC's 24 - hour Teletype Service makes it possible for us to offer wide - awake advertisers a truly valuable news program. Choice spots already established, with enough steady listeners to make your sponsorship of WSOC TRANSRADIO NEWS a real buy!

Wire or write for prices to—

WSOC

Charlotte, N. C.

Just Ask 'em—we did!

John B. Profitlich Co.

MAKERS OF

QUALITY FURS

PHONE 7191

117 S. JEFFERSON AVENUE

PEORIA, ILLINOIS

September 24, 1935

Radio Station WMBD
Peoria, Ill.

Gentlemen:

In answer to your inquiry regarding the success of our radio advertising, we will say that we are pleased with the results we have received.

As you know we used your station for a series of announcements featuring our fur storage last spring. We were able to definitely check the results from your station on this particular item and as a result of this test we appropriated over 4 times as much money for radio for our present campaign. We believe that speaks for itself.

During our present radio campaign we have used both quarter hours and announcements with such success that it is our intention to continue on with your good station after our present contract has expired.

Yours very truly,

JOHN B. PROFITLICH CO.

J. B. Profitlich

With results like this how can you cover Peoria and Central Illinois without WMBD? We say it can not be done. Let us prove it. Send for full information. 175 Local Advertisers—70 National Advertisers.

PEORIA BROADCASTING COMPANY

Edgar L. Bill, Pres. & Mgr. Chas. C. Caley, Comm. Mgr.

Free, Johns & Field, Inc., National Representatives
New York, Chicago, Detroit, Los Angeles, San Francisco

THE HEART OF ILLINOIS

WMBD PEORIA, ILLINOIS

LIKE a fleet-footed HALFBACK who knows WHERE he is going WSPD has been making TOUCHDOWN history IN THE radio field OF NORTHwestern OHIO IN which ONE OF the most RECEPTIVE markets EAGERLY awaits your MESSAGE. . . . . INCIDENTALLY our NEW 5,000 watt TRANSMITTER has BEEN COVERING the FIELD with the PUNCH of a JOE LOUIS.

A Few Important Facts to Consider

WSPD is the ONLY Radio Station in Toledo.

WSPD is a basic Columbia outlet.

WSPD now operates on 2500 Watts day and 1000 Watts night.

Representatives:

Joseph H. McGillvra
485 Madison Avenue
New York, N. Y.

John K. Kettlewell
919 N. Michigan Ave.
Chicago, Illinois

WSPD

Studios:
Commodore Perry Hotel
Toledo, Ohio

•

Transmitter:
Perrysburg, Ohio

WHY KJR

is the best buy in the Pacific northwest

●

MOST—

Powerful station in the State of Washington.

MOST—

Popular NBC sustaining programs.

MOST—

Popular news service.

MOST—

of the State's buying power is in its primary area.

MOST—

Listeners per dollar.

MOST—

advertisers consider KJR when buying radio time in Seattle.

●

National Representatives:
EDWARD PETRY & COMPANY

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

LARNED Co., New York (Hill's nose drops), on Oct. 16 started *Imperial Hawaiian Band* on 21 CBS stations, Wednesdays, 7:15-7:30 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

GENERAL ELECTRIC Co., Cleveland (lamps), on Oct. 20 started *Matt Clemens the Melody Master* on 14 NBC-WEAF stations, Sundays, 11-11:30 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

WANDER Co., Chicago (Ovaltine), on Oct. 21 started *Molly of the Movies* on 3 MBS stations, Mon. thru Fri., 3-3:15 p. m. Agency: Blackett-Sample-Hummert Inc., Chicago.

LEHN & FINK PRODUCTS Co., New York (Hinds cosmetics), on Nov. 4 starts for 52 weeks *Harold Dana in His Songs and Yours* on 3 NBC-KPO stations, Mon., Wed., Fri., 4:30-4:45 p. m. (PST). Agency: Kenyon & Eckhardt Inc., N. Y.

SHERWIN WILLIAMS Co., Cleveland (paint) on Dec. 1 starts musical program on 42 NBC-WEAF stations, Sundays, 3:30-4 p. m. Agency: Cecil, Warwick & Cecil Inc., N. Y.

REGIONAL ADVERTISERS, New York (food) on Dec. 4 starts *The Mystery Chef* on 11 NBC-WEAF stations, Wed., Fri., 10:30-10:45 a. m. Agency: McCann-Erickson Inc., N. Y.

POMPEIAN Co., Bloomfield, N. J. (cosmetics) on Dec. 2 starts *Tea at the Ritz* on 26 CBS stations, Mon., Wed., Fri., 4:45-5 p. m. Agency: Topping & Lloyd Inc. N. Y.

PITTSBURGH PLATE GLASS Co., Pittsburgh, in February starts program on NBC-WJZ network, Wednesdays, 8:30-9 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

LARUS & BRO. Co., Richmond, Va. (Edgeworth tobacco) on Nov. 16 starts program on NBC-WEAF network, Saturdays, 10:30-11 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

CAL-ASPIRIN Co., Chicago (proprietary) on Oct. 21 started *Painted Dreams* on 3 MBS stations, Mon., Wed., Fri., 12:45-1 p. m., with repeat at 1:30. Agency: Reincke - Ellis-Younggreen & Finn Inc., Chicago.

WESSON OIL & SNOWDRIFT SALES Co., San Francisco (Wesson Oil, Snowdrift) on Oct. 28 started *Hawthorne House*, serial of boarding house life, on 6 NBC-KPO stations, Mondays, 9:30-10 p. m., PST. Agency: Fitzgerald Adv. Agency Inc., New Orleans.

FIRESTONE TIRE & RUBBER Co., Akron (tires and tubes), on Nov. 4 starts *Richard Crooks, Margaret Speaks* on NBC-WEAF network, Mondays, 8:30-9 p. m. Agency: Sweeney & James Co., Cleveland.

Renewal Contracts

SUN OIL Co., Philadelphia (oil products), on Dec. 9 renews *Lowell Thomas* on 16 NBS-WJZ stations, Mon. thru Fri., 6:45-7 p. m. Agency: Roche, Williams & Cunnyngham Inc., Philadelphia.

BOURJOIS SALES Corp., New York (cosmetics), on Nov. 18 renews *Evening in Paris Roof* on 18 NBC-WJZ stations, Mondays, 8:30-9 p. m. Agency: Lord & Thomas, N. Y.

PET MILK SALES Corp., St. Louis (Pet milk), on Nov. 26 renews for ten weeks in *Woman's Magazine of the Air* on 7 NBC-KPO stations, Tuesdays, 3:45-4 p. m. (PST). Agency: Gardner Adv. Co., St. Louis.

DR. MILES LABORATORIES Inc., Elkhart, Ind. (Alka-Seltzer) on Nov. 18 renews *Uncle Ezra* on 18 NBC-WEAF stations, Mon., Wed., Fri., 7:15-7:30 p. m. Agency: Wade Adv. Agency, Chicago.

PET MILK SALES Corp., St. Louis (canned milk), on Nov. 5 renews *Pet Milk Way* on 36 CBS stations (not WABC) keyed from St. Louis, Tues. & Thurs., 11-11:15 a. m. Agency: Gardner Adv. Co., St. Louis.

TIME, Inc., New York, and Remington-Rand Inc., Buffalo, on Nov. 25 renew joint sponsorship of *The March of Time* on 40 CBS stations, Mon. thru Fri., 10:30-10:45 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

GORDON BAKING Co., Detroit (Silver Cup bread), renews *Lone Ranger* on MBS for 52 weeks, Mon., Wed., Fri., 8-8:30 p. m. Agency: Sehl Adv. Agency Inc., Chicago.

ILLINOIS MEAT Co., Chicago (Broadcast corn beef hash), on Nov. 18 renewed *Radio Gossip Club* for 52 weeks on CBS network, Mon. thru Fri., 1:45-2 p. m. Agency: J. L. Sugden Adv. Co., Chicago.

ALBERS BROS. MILLING Co., Seattle (cereal) on Jan. 6 renews *Your Program*, with Meredith Willson's orchestra, Armand Girard and guest soloists, on 5 NBC-KPO stations, Mondays, 7:30-8 p. m., PST. Agency: Erwin, Wasey & Co., Seattle.

Network Changes

DR. MILES LABORATORIES Inc., on Oct. 12 added 4 stations to *National Barn Dance* on NBC-WJZ network.

TEXAS Co., New York (Texaco oil products) on Oct. 29 changes NBC-WEAF program Tuesdays 9:30-10 p. m. to *Jumbo*.

STERLING PRODUCTS Co. on Nov. 24 adds 22 stations to *Manhattan Merry-Go-Round* on NBC-WEAF network, Sundays, 9-9:30 p. m.

Symphony to Tour

RCA MFG. Co., Camden, N. J., will sponsor a five-week tour of the Philadelphia Symphony Orchestra next spring, final arrangements having been completed with Dr. Leopold Stokowski, noted conductor of the orchestra. E. T. Cunningham, RCA Mfg. Co. president, said the purpose of the tour is to take the orchestra to music centers in the United States and Canada as a means of spreading appreciation of good music, with 36 concerts being scheduled. Dr. Stokowski will conduct 25 of the concerts and the entire personnel of 100 musicians as well as ten members of the managerial and stage staff will make the trip. George Engles, NBC vice president and Charles Wagner will act as joint managers of the tour. Elaborate promotion plans are being formulated.

WXYZ

NOW THE DETROIT OUTLET FOR NBC BLUE NETWORK

"FROM 20th to 6th PLACE IN SALES RECORDS" . . .

One of our most important accounts just wrote us praising the effective work of WXYZ's merchandising department, whereby consumer sales in Michigan climbed "FROM 20TH PLACE to 6TH PLACE in a state by state sales tabulation" for his products. This outstanding accomplishment proves that WXYZ is BEST BY TEST Write for information about our merchandising department, which successfully gets dealer representation.

KUNSKY-TRENDLE
BROADCASTING CORPORATION
(Owners and Operators of Station WXYZ)
300 MADISON THEATRE BLDG., DETROIT

WM G. RAMBEAU CO., Representatives
HOME OFFICES: Tribune Tower, Chicago

Eastern Office
507 CHANIN BLDG.
New York

Western Office
RUSS BUILDING
San Francisco

LONGVIEW!

—Fifth City in 1936 Texas Building Permits
—That Means Buying New Materials
—That Means Men On Payrolls
—Those Men Listen To KFRO
—Let KFRO Produce For You

KFRO

"Voice of Longview"
Longview, Texas

FOR AGENCY'S VISITORS—Leo Burnett Adv. Co. Inc., new Chicago agency, provides old-fashioned stereoscopes, a bowl of apples and volumes of "Deadwood Dick" for visitors. Examining these luxuries at the formal opening are (left to right) Jack O'Kieffe, vice president; Don Colvin, advertising director of Hoover Co. (vacuum cleaners); H. Earl Hoover, vice president of the same concern; Mr. Burnett.

AGENCIES AND REPRESENTATIVES

HERBERT POLESIE, from the New York office of J. Walter Thompson Co., has been transferred to Hollywood to produce *Shell Chateau* on an NBC-WEAF network. Tom Luckenbill, from the New York office, was in Hollywood in October in connection with the program. Cal Kuhl, head of the agency's Hollywood radio activities, is in the East and will return in December for the new *Bing Crosby* program of Kraft-Phenix Cheese Corp., Chicago. Fred H. Fidler, the Shell Oil Co. account executive for the San Francisco office, left Oct. 22 for New York City and St. Louis, on a business trip.

DAVID L. BROWN, formerly account and special radio executive of McCann-Erickson Inc., New York, has joined Marschalk & Pratt Inc., New York, in an executive capacity. He has also been advertising and sales manager of Goodyear Tire & Rubber Export Co.; account representative of Frigidaire radio activities for Geyer Co., Dayton, and account representative of Lord & Thomas, New York.

H. G. (Ted) LITTLE, account executive, Lord & Thomas, San Francisco, has been transferred to the agency's Chicago offices.

ROBERT S. NICHOLS, formerly on the production staff of NBC, San Francisco, has been placed in charge of radio production for Mac Wilkins & Cole Inc., Seattle, agency. He produced NBC's *Woman's Magazine of the Air* before resigning some months ago.

GERALD J. NORTON, who recently started his own advertising agency in San Francisco, has joined the Kelso Norman Organization, in that city, as manager of its radio department. He is servicing Hexol Inc., San Francisco, (germicide); Shreve, Treat & Eacret, San Francisco (jewelry) and other radio accounts.

MRS. MARGARET SCHAFFER, formerly assistant production manager of WCAU and WHAT, Philadelphia, has joined Harry Feigenbaum Adv. Service, that city, in charge of its new radio production department.

E. F. MONTGOMERY, who started in radio six years ago with WMT, Waterloo, Ia., and left there to join KMBC, Kansas City, has joined the Chicago sales staff of John Blair & Co., radio station representatives. Mr. Montgomery until recently was commercial manager of WCCO, Minneapolis. The Blair staff in Chicago, besides Mr. Blair, also includes Arthur E. McDonald and Allan Marin.

C. F. STEVENS, formerly of the CBS publicity department, has been placed in charge of publicity for General Motors concerts by Campbell-Ewald Co. of New York.

CARL HARRIS, Chicago publicity head for J. Walter Thompson Co., arrived in Hollywood the middle of October in connection with radio accounts of the agency.

C. L. SLEININGER, treasurer of Free & Sleininger Inc., Chicago, was in Los Angeles during October on a business trip.

IVAN HILL, vice-president of Walter Biddick Co., Los Angeles station representatives, left the middle of October on a trip through the Middle West for a month or six weeks.

HERBERT GLOVER, publicity director of Lord & Thomas, New York, made his second airplane trip to Hollywood in a month during mid-October.

LEWIS GOODKIND, for seven years with Lord & Thomas Chicago, and prior to that with the *Chicago Herald & Examiner*, has been named publicity director of the Chicago office of Lord & Thomas.

FRANK J. MANNIX, formerly of Campbell-Ewald Co. Inc., has joined James Houlihan Inc., San Francisco agency, as account executive.

WESTCO ADV. AGENCY, San Francisco, has moved from the Robert Dollar Bldg. to larger quarters on the eighth floor of the Insurance Center Bldg. Lincoln Hobson, formerly associated with the *Western Trade Journals*, has been added to the staff.

RADIO STATION REPRESENTATIVES

WALTER BIDDICK CO.

568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
1038 Exchange Bldg., Seattle, Washington
619 Charles Bldg., Denver

FRANK I. FLETCHER, formerly of Fletcher & Ellis Inc., New York, has opened an office as free lance advertising writer at 9 East 46th St., New York.

ERNEST BADER & Co., Omaha agency, has moved to larger offices at 1416 Dodge St., that city.

WCAO, Baltimore, after Nov. 1 will no longer be represented by Free & Sleininger Inc.

AL BANKS, formerly on the commercial staff of WHO, Des Moines, has joined Cole's Inc., Des Moines advertising agency, as production manager.

Air Freedom Necessary

WITHOUT freedom of expression there can be no democracy, David Sarnoff, president of RCA, told the Forum on Current Problems conducted by the *New York Herald Tribune* Oct. 17. On the management of the station rests the responsibility to see that both sides of national issues have a fair opportunity to utilize radio, Mr. Sarnoff said, in explaining radio's power as a moulder of opinion. On the speaker is the obligation of giving a fair statement in the light of his convictions, he added, while on the public itself rests the responsibility of discriminating between statesmanship and partisanship, faith and prejudice, argument and cold fact.

EARLE C. ANTHONY Inc., San Francisco (motor cars), on Nov. 1, renews for 26 weeks, *Noon-day Headlines* (United Press news), on a hookup of KJBS, San Francisco, and KQW, San Jose, Mon. thru Fri., 12-12:30 p. m. (PST).

WANTED
RADIO WRITERS

■

For Salaried Positions With Large Broadcasting Station. Exceptional Opportunity for Men of Real Ability. Give Complete History, Salary Requirements and References in First Letter.

■

BOX 402 BROADCASTING

RADIO'S BIG BUY
The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

WOKO

◆

BASIC COLUMBIA OUTLET

◆

OPENING NEW TRANSMITTING PLANT IN THIRTY DAYS

◆

INCREASED COVERAGE IN
Albany
Troy
Schenectady

◆

NO INCREASE IN RATES

RADIO ADVERTISERS

KELVINATOR Corp., Detroit (refrigerators, etc.) has named John S. Garceau as advertising and sales promotion manager for the entire commercial products line. The account is handled by Geyer, Cornell & Newell Inc., N. Y.

ANGOSTURA-WUPPERMAN Corp., New York (bitters), planning a campaign including radio, has placed its account with Donahue & Coe Inc.,

PENNSYLVANIA AIRLINES, Detroit, planning a campaign, has placed advertising with Brooke, Smith & French Inc., Detroit. The company operates air service from Washington to Milwaukee.

JONES & DAHM Inc., New York (Gunga-Din food), is advertising through W. I. Tracy Inc., New York.

GABY Inc., Philadelphia (sun tan lotion), is placing advertising, including radio, through Harry Feigenbaum Adv. Service, Philadelphia.

HEALTHAIDS Inc., New York (Serutan laxative), has placed its account with Zinn & Meyer Inc., New York.

METHUSA Co., Cleveland (proprietary), has named Carpenter Adv. Co., Cleveland, to service its account.

PENNZOIL Co., Oil City, Pa. (oil products), has placed its advertising with Fuller & Smith & Ross Inc., Cleveland.

BENRUS WATCH Co., New York, has placed its advertising with Hommann, Tarcher & Sheldon Inc., New York.

CALIFORNIA FIGCO Co., Los Angeles (beverage), has named John F. Roberts & Associates, Los Angeles, to direct its advertising.

Heads Radio for Texas Centennial

MERLE H. TUCKER (left) has been appointed director of radio for the forthcoming 1936 Texas Centennial, coming from SBS network, where he served as production manager. He was formerly with WAVE, Louisville and WLW, Cincinnati, and recently handled the Alice Joy *Talent-Finding* contest over SBS. First of the Centennial broadcasts will go on the air Nov. 3 over a regional network with others to follow, Tucker has announced. Shown with him in the picture is Charles Roster, director of publicity for Texas Centennial.

ATLANTIC REFINERS Inc., Bolivar, N. Y. (Bolivar gasoline, oil) is placing advertising, including radio, through Stewart, Hanford & Frohman Inc., Rochester, N. Y.

MISSION DRY Corp., Los Angeles (beverage, syrup), has placed its account with McCarty Co., Los Angeles.

RALADAM Co., Detroit (Marmola), has named Street & Finney Inc., New York, to service its account.

ALLEN-EDMONDS SHOE Corp., Belgium, Wis. (Osteo-path-ik shoes), has placed its advertising with Frances Mueller Adv. Agency, Milwaukee.

PETROLEUM HEAT & POWER Co., Stamford, Conn. (Petro-Nokol heaters), has placed its account with Rickard & Co. Inc., New York.

SPEAS MFG. Co., Kansas City (apple jack), planning to use radio, is advertising through R. J. Potts & Co., Kansas City.

AMERICAN CLINICAL LABS., New York (Retardo reducing tablets), has placed its advertising with White & Lowell Inc., New York.

LEHON Co., Chicago (Mule-Hide roofing), is advertising through Matteson-Fogarty-Jordan Co., Chicago.

OGILVIE SISTERS SALES Corp., New York (hair tonic), has placed its account with Murray Breese Associates, New York.

PECANO MFG. Co., Manheim, Pa. (Miracle food), has named Jerome B. Gray & Co., Philadelphia, as its agency.

STEWART-WARNER Corp., Chicago (radio sets, auto accessories), has named Merle V. Cox Adv. Agency, Chicago, to place radio advertising.

EDWARD TRAINER, Philadelphia (beverage), is advertising through Jerome B. Gray & Co., Philadelphia.

VITROLITE Co., Chicago (marble substitute), has named United States Adv. Corp., Chicago, as its agency.

UNITED CIGAR STORES DELAWARE Corp., New York (chain stores) has named Young & Rubicam Inc., to handle its account, now using two MBS stations.

PINE TREE PRODUCTS Co., Newport, N. H. (soap) has placed its advertising account with Hilmer V. Swenson Co., Chicago.

NO-DOZ LABORATORIES Inc., Sacramento, Cal., (sleep resisters), using radio, is advertising through Lenoir & Smith, Sacramento.

CUBBISON CRACKER Co. Inc., Los Angeles, is advertising through Emil Brisacher & Staff, San Francisco.

MASTER BUILDERS Co., Cleveland (flooring), has placed its account with Meldrum & Fewsmith Inc., Cleveland.

OSCAR MAYER & Co. Inc., Chicago (Old Style sausage), has transferred its account to Howard H. Monk, Adv., Rockford, Ill.

HEXOL Inc., San Francisco, national manufacturers and distributors of Hexol (antiseptic germicide disinfectant), has appointed the Kelso Norman Organization, that city, to direct its advertising and is using a series of 52 one-minute spot announcements on KOL, Seattle.

PAAS DYE Co., Newark (egg dyes) has appointed Charles Dallas Reach Adv. Agency, Newark, as its agency. A radio campaign is planned.

...STILL THEY COME

★ STARS ★ STARS ★ STARS

TO JOIN N.B.C.'s RED and BLUE NETWORK PROGRAMS

Over

KSTP

(Exclusive Outlet for Minnesota)

Stars make Big Audiences . . . Big Audiences make Mass Sales! Here's another reason why KSTP dominates the 8TH U. S. RETAIL MARKET — that metropolitan trading area in and around Minneapolis and St. Paul where 74.3 cents of every retail dollar in Minnesota are spent!

Your sales message on KSTP reaches the Big, Profitable audience in Minnesota.

MINNEAPOLIS kstp ST. PAUL

For Complete Market Data, write:

GENERAL SALES OFFICE, KSTP, Minneapolis, Minn., or to our

NATIONAL REPRESENTATIVES: . . . in New York—Paul H. Raymer Co., . . . in Chicago, Detroit, San Francisco—John Blair Company.

DOMINATES THE 8th U. S. RETAIL MARKET

18 HOURS!

Full-time every day in the year. Only full-time station in Tulsa and northeastern Oklahoma.

KTUL

United Press news. Standard Library Service and N. B. C. "Thesaurus". When it's new it's on KTUL.

TULSA

Federal Agencies Form Program Policy

(*Continued from page 11*)

fraud, Duke M. Patrick, counsel for KFRC, along with Mr. Segal, objected to the admissibility of the fraud order and of other testimony in connection with the product, because no notice was given. The FCC overruled the objections and admitted the testimony.

Harrison Holliway, manager of KFRC, appeared on behalf of that station. Also present were Thomas S. Lee, president of Don Lee Broadcasting System, which owns the station, and William J. Gleason, controller, but they did not testify. Mr. Holliway testified that the Marmola program had been cancelled as soon as word was received of the FCC attitude, and that all other programs in the same category had been cancelled or rejected. Of importance was his statement that one important advertising agency placing many desirable accounts had informed the station that it would not be given this business unless it accepted certain proprietary accounts.

Walter J. Damm, manager of WTMJ, Milwaukee, testified he had cancelled the three programs questioned by the FCC (Marmola, Commanders and Cystex) as soon as he learned of the FCC attitude. He pointed out that advertising acceptance on the station was controlled by a board created by the *Milwaukee Journal*, licensee of the station, and that many accounts accepted for the newspaper are rejected for the station. Present policies, he asserted, are "very strict" with practically no accounts of this nature accepted. Last March 11, he said, he cancelled all medical programs.

Also testifying for WTMJ were Russell E. Winnie, assistant manager, and Stuart Bailey, of the firm of Jansky & Bailey, consulting engineers. Program standards and station coverage were dealt with respectively by the two witnesses.

The FCC lawyers first disposed of these two cases and then presented the case involving products broadcast over KNX. Guy C. Earl Jr., president of KNX, Glenn D. Gillett, consulting engineer, and Dr. Herman S. Hettinger, economist and former research director of the NAB, testified on behalf of the station.

Dr. Hettinger brought out that some 30% of commercial programs during typical broadcasting weeks are in the food, drug and cosmetic lines, over both networks and individual stations. It was estimated that the amount of such advertising over KNX was something less than this average. Mr. Gillett discussed a coverage survey of KNX and testified that it had a strong signal throughout the Pacific coast. Mr. Earl, called by the FCC counsel, identified certain documents produced by Commission counsel. He brought out that the Marmola program had been cancelled on April 2, or as soon as he had been apprised of the FCC views on it.

Products on Exhibition

AMONG the products exhibited by FCC as having been broadcast over KNX, and upon which testimony was adduced from Food & Drug Administration witnesses, were: Wain's Compound, asthma remedy, produced by Wain's Laboratory, Los Angeles; Liv-a-tone, product of the Liv-a-tone Co., Los Angeles; Crazy Water Crystals: San-i-foot, Continental Guarantee Products Co., Los Angeles; Curriers Tablets, Currier Tablets Inc., Los Angeles; O. M. Tablets, Pasadena, Cal.; Caladawn, MonDell Co., Los Angeles; Alen's Fedra, Alen & Co., Los Angeles; P. T. M. Formula, Los Angeles; Germania Tea, Germania Tea Co., Minneapolis; Ezy-2-Tan, sunburn remedy, H. D. Morgan Laboratories, Hollywood; Calonite Powder, for oily skins, Calonite Co., Chicago; Aratone, nose-spray, Technical Laboratory, Berkeley, Cal.; Lacto-Yeast, California Yeast Products Corp., Ltd., Los Angeles; Congoin; Malk, for sour stomachs, Rosswill Foundation, Los Angeles; Boncquet Hemo-Tabs, Boncquet Laboratories Inc., Los Angeles; Myrnol nose drops, Myrnol Products Co., Santa Monica, Cal.; Cal-O-Gen; C. A. L. Products Co., Los Angeles; Calwhev, Calwhev Co., San Francisco, Marmola; Kal, Kal Co., Los Angeles; Curarina, Curarina Agency, Oxnaid, Cal.; Venus Tablets, anti-fat remedy, Venus Health Corp., Los Angeles.

The main government witness was Dr. Fred W. Norris, medical officer of the Food & Drug Administration. All told, he spent about four hours on the stand. He criticized almost every product as being dangerous to health if taken in sufficiently large doses, and others, he argued, would not do what was claimed for them.

Testimony as to the merits of products which went far beyond anything claimed in the continuities, according to station counsel, was given by Dr. Norris under examination by FCC counsel. This, however, was admitted in evidence over protests.

Dr. Norris, it was brought out, has been a licensed physician for some five years, most of which has been spent in government service. He was subjected to rigorous cross-examination by Mr. Segal.

Among other witnesses called by the FCC counsel were Charles F. Bruening, E. N. Hashell, George L. Kiernan, Horatio Wales, George P. Larrick, Frank W. Casey, all attached to the Food & Drug Administration, and most of whom testified as to analyses of products, and Dr. William E. Clark, physician of Washington, D. C. Mr. Haley also appeared for the FCC to explain his investigation of KNX.

Mr. Larrick, chief inspector of the Administration, testified that his organization had been beseiged with inquiries since the FCC began its program cleanup. He asserted that his bureau always tries to answer inquiries and provides information if it has made investigations of the particular products. Even when there has been no investigation, he declared, an effort is made to inform stations in a general way, as to the propriety of claims made for products and what they should guard against.

KNX was Cooperative

SEVERAL witnesses, under examination by KNX counsel, stated the Food & Drug Administration had not taken punitive action against the manufacturers or distributors of the products involved because the law under which the Bureau functioned extended only to labels and claims made on them were insufficient to warrant action.

Called to the stand, Mr. Haley explained that KNX had "cooperated wholeheartedly" with him in his investigation, and that files were thrown open so he could examine and extract those continuities he needed. He said he did not "demand" this right, but that the station executives "volunteered" it. Asked under cross-examination where he procured the information which gave him knowledge of the continuities and products, Mr. Haley said his contacts with the Food & Drug Administration, Post Office Department and Trade Commission supplied it, and that he procured from them all orders, citations and other documentary data which kept him posted.

Mr. Haley estimated, under cross-examination, that 10% of the total continuities he examined were represented by the material he extracted from KNX files and which constituted the disputed continuities involved in the hearing. He later asked to take the stand and amend this figure to about 5%. Data produced in depositions taken in Los Angeles prior to the hearing, it was reported, showed that some 27% of KNX revenues was from commercial accounts in the food, drug and cosmetics field. Mr. Segal observed that this was "somewhat under the network standards."

GEORGE W. HOOVER, M. S., M. D.

Formerly Chief Drug Control U. S. Department of Agriculture and for many years engaged in the enforcement of the Federal Food and Drugs Act.

CONSULTANT

Drugs — Medicine — Cosmetics — Foods
Label and Formula Requirements
RADIO ADVERTISING CONTINUITY

Consultant to drug and food manufacturers and advertisers for the past eight years on labels, advertising, formulas and technical control of drugs, medicines and foods subject to

REQUIREMENTS OF FEDERAL AND STATE LAWS

Shoreham Building Washington, D. C.
Telephone DIstrict 1169

Measure radio stations by this yardstick

POWER
WHK is second in Cleveland—2500 watts, daytime, and 1000 watts night.

WAVE LENGTH
WHK's favorable wave length and position on the dial, plus its power, means larger and more effective coverage for WHK advertisers.

CHAIN AFFILIATIONS
WHK is a basic outlet on the Columbia Network—carrying all of the big CBS Programs.

RATES
WHK rates are lower than any other network station in Cleveland.

LOCAL ADVERTISING
WHK is Cleveland's most listened-to station as evidenced by the fact that more local advertising dollars are spent on WHK than any other Cleveland station.

To cover Northern Ohio economically your logical choice is Ohio's oldest station—WHK.

WHK
CLEVELAND

Radio Air Service Corp.
Terminal Tower - - Cleveland, Ohio
H. K. Carpenter General Mgr.
C. A. McLaughlin, Sales Mgr.
FREE AND STEINER, Inc.
National Representatives

A SWEET SPOT FOR YOU!

Whatever other stations are on your list, you're not getting over 10% of the Louisville radio audience unless you use *a Louisville station* . . . Station WAVE will give you from 40% to 50% of the local audience, at a cost of $75.00 per quarter hour (6 to 10 P. M.), or as low as $18.75 during the day! . . . Let us tell you how WAVE advertisers are *pulling* on this favorite N. B. C. station.

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

American Bakeries Co., Atlanta (Merita bread & cake)
American Gas Machine Co., Albert Lea, Minn. (gas heaters)
Brewer & Co., Worcester, Mass (medicines)
Dr. W. B. Caldwell, Inc., Monticello, Ill. (syrup pepsin)
California Fig Syrup Co., Wheeling, W. Va.
Ex-Lax, Inc., Brooklyn, N. Y.
Fellows Medical Mfg. Co., Inc., New York (sherrin)
Fels & Co., Philadelphia (Fels-naptha soap)
First National Stores, Somerville, Mass. (chain stores)
F. W. Fitch Co., Des Moines (shampoo)
J. A. Folger & Co., Kansas City, Mo. (coffee)
Golden State Co., Ltd., San Francisco (dairy products)
Health-O-Quality Products Co., Cincinnati (cream corn starch)
D. Hill Nursery Co., Dundee, Ill.
John Irving Shoe Co., Hartford, Conn.
The Leslie E. Keeley Co., Dwight, Ill. (the Keeley treatment)
Lee & Schiffer, Inc., New York (Rolls Razor)
Miracul Wax Co., St. Louis (Dri-Brite liquid wax)
E. R. Parker Dental System, Boston
Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Winners Cigarettes).
Chas. H. Phillips Chemical Co., New York (Phillips beauty cream)
Railway Express Agency, New York
The Schwob Co., Columbus, O. (men's clothing)
Spratt's Patent, Ltd., Newark, N. J. (dog food)
Stewart-Warner Corp., Chicago (radios)
Swartchild & Co., Chicago (jewelry)
Tablet #66 Labs., Los Angeles (rheumatic tablets)
Torgsin Stores, New York (Torgsin products)
Wheatena Corp., Rahway, N. J. (cereal)

STANDARD RADIO Inc., Hollywood, announces the addition of KGIR, Butte, Mont., WDAE, Tampa, KFXM, San Bernardino, Cal., and KREG, Santa Ana, Cal., to the list of subscribers to the Standard Program Library Service.

THE Pacific Coast office of World Broadcasting System on Oct. 15 started to record 27 15-minute transcriptions of *Frank Luther and His Americans* for an unnamed Eastern sponsor through the New York office of Blackett-Sample-Hummert Inc.

TRANSCRIPTION Service Bureau, Hollywood, has sold its contract bridge disc series to KOL, Seattle; KFPY, Spokane; KSL, Salt Lake City; KFEL, Denver; WHB, Kansas City; KSO, Des Moines; WHIO, Dayton; WRC, Washington. A total of 20 stations now carry the feature, originated by C. C. McIntosh, transcription producer.

ROSICRUCIAN ORDER, San Jose, Cal., (religious) is recording a series of 13 quarter-hour transcriptions, *Mysteries of Life*, educational talks, at Titan Productions Inc., San Francisco, for use in the Midwest and East. The Order now sponsors a Wednesday night quarter-hour program of the same title on KNX, Hollywood. Frederick Seid, San Francisco, is the agency.

EDGAR RICE BURROUGHS Inc., Tarzana, Cal., has recorded a new series of 39 quarter-hour Tarzan discs at Recorders Inc., Los Angeles, and expects to start a new series in December.

ALL RIGHTS to *Once Upon a Time*, children's fairy tale program with original music, have been acquired by Standard Radio Inc., Hollywood transcription firm, from American Radio Features Syndicate Inc., Hollywood, a competitive organization now occupied in producing its new *Charlie Chan* series. Standard has sales rights to the *Chan* series in some territories. A sales campaign on *Once Upon a Time* for Christmas programs is planned.

CARNATION Co. celebrated its 200th consecutive NBC-WEAF broadcast Oct. 28 with its veteran artists, including Morgan Eastman, onetime director of WENR, and his orchestra taking part.

STUDIO NOTES

RADIO acoustic developments were demonstrated Oct. 19 by CBS when WABC, New York, key station of the network, originated a parade of 11 acts originating in studios designed for different types of broadcasts. The 11 CBS studios in New York have been completely altered to increase fidelity, under the direction of Dr. E. E. Free, electrical engineer, and Edwin K. Cohan, CBS technical director. In the special program Dr. Free went from studio to studio, explaining their particular design and merit. A sound effects demonstration was staged by Irvin Reis. In each of the studios wooden panels and floor and ceiling design are constructed so they vibrate at the same speed as the sounds from the programs for which they are adapted.

NBC Hollywood studios, scheduled for dedication Nov. 15, will not be ready before Nov. 30, according to NBC West Coast offices. The studios are to be designated by their chief decorative colors.

WOR, Newark, has created a special features division, in its press department, supervised by G. W. (Johnny) Johnstone, public relations director. Jerry Danzig, formerly with the *New York Evening Journal*, will assist Johnstone in the new division, which will take charge of luncheons, speakers and other special events as well as creating sports programs, stunts and features of that type.

TWO of the new studios at WJJD, Chicago, have been completed and work on the rest of the station is progressing rapidly. The "No Admittance" sign on the door of Studio B really means what it says now; any one disregarding the sign and stepping inside would have a drop of about 15 feet—the floor has been removed.

FOUR contracts were sold the first two days after installation of special audition chambers by WOWO, Fort Wayne, Ind.

WKRC, Cincinnati, about to broadcast from Crosley Field, recently, found 15 minutes before the broadcast was to start that four wires of the 40 sets on top of the grandstand had been clipped. The wires, with ten inches cut off, were those of WKRC. Quick patching by Chief Engineer Frank Dieringer enabled Dick Bray, sports commentator, to go on the air as scheduled.

THREE colleges have remote studios for broadcasts over WBIG, Greensboro, N. C., and a fourth may be added. The three are Greensboro College, Woman's College of the University of North Carolina and A. & T. College.

WOR, Newark, has issued its new rate card, effective Nov. 15. Particular attention is drawn to a list of "station-tested" programs. The card contains a prominent asterisk beside changes of price and time.

WICC, Bridgeport, Conn., has issued a spiral-bound brochure presenting in terse fashion its coverage and market story. It is elaborately illustrated in red and black effects. Numerous short success stories are narrated.

WHEN the Presidential Special paused in Omaha union station, KOIL was waiting with remote equipment. While the President refused to talk, Paul Luther, staff announcer, gave a description of the crowd and excitement.

Golfdom's Greatest Show Aired for WKY Listeners

MIDDLE of last month the world's greatest golf show pitched its big-top in Oklahoma City for a 7-day stand. To the national P. G. A. championship tournament came all the big-shots of the game . . . Hagen, Sarazen, Armour, Laffoon, Smith, Diegel, Runyan and more than 100 others.

Never before had such a galaxy of scintillating stars sparkled simultaneously on an Oklahoma golf course.

And, through WKY, every golfer in Oklahoma was in the gallery that followed each match, seeing every drive, every approach, every putt as the great and near-great of golfdom fought for supremacy.

By consistently airing such special features of local interest with the finest local and network programs, WKY is first in popularity with Oklahoma listeners . . . and consequently with advertisers.

Upper left—Roving reporter following the play on the ground with portable short-wave transmitter.

Circle—Short-wave receiver and remote amplifiers on clubhouse roof.

Above—One of five strategically placed towers from which announcers called the shots on the greens and tees below.

WKY
OKLAHOMA CITY
NBC AFFILIATE
Affiliated with The Daily Oklahoman, the Times, and the Farmer-Stockman

NATIONAL REPRESENTATIVE — E. KATZ SPECIAL ADVERTISING AGENCY

UNIVERSAL
Model E
Condenser Type Microphone

Amazing quality at a sensationally low price. 90° Swivel Head with Automatic Barometric Adjustment—2-Stage Amplifier—Non-Microphonic Tubes—Solid Bar grating Diaphragm Protection — Polished Aluminum and Chrome Plated — Dealers Net Cash —$35.28.

UNIVERSAL MICROPHONE CO., Ltd.,
424 Warren Lane Inglewood, Calif., U.S.A.

Radio Station WFLA-WSUN
STUDIOS TAMPA • CLEARWATER • ST. PETERSBURG
SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

Coverage Bureau Still in Dark

(*Continued from page 7*)

the material being confidential, as far as possible.

Mr. Smelser explained why the CAB had decided to increase its calls to four times daily in two-score cities, an increase from 150,000 to 400,000 calls a year.

He was careful to warn advertisers, however, that the value of surveys, in the present state of the art of audience analysis, is strictly limited. Surveys in general offer specific and interesting data, he explained, but frequently they are used as the source of broad conclusions. Users of surveys were advised not to jump at sweeping conclusions every time they see a set of audience survey figures, but rather to accept them as depicting a small cross-section of a specific audience in a particular place at one definite time.

He indicated that surveys by radio stations and networks offer valuable source material for advertisers in their studies of markets and how best to reach them, but again warned of the dangers of drawing too many conclusions.

Eager for Radio Data

AS MEMBERS questioned Mr. Smelser on the question of surveys, the conclusion became more and more obvious, as had been the case at the ANA sessions a year ago, that advertisers are eager to learn more about radio and are quite willing, in many cases, to admit that they are not any too well informed on the subject.

At the ANA radio session a year ago, advertisers had spoken with some spirit about the rising cost of talent and the competition for popular radio acts. This subject was not brought up at the present session, possibly because advertising departments are not quite so budget-pinched this year. It had been proposed last year to set up a talent bureau for the voluntary interchange of data on talent costs (actual, not reputed). Apparently the idea died a-borning. Scarcely an advertiser could be found who had any recollection of the plan.

Audit Bureau Still Pends

AT THE OPENING session of the convention, held Oct. 28 behind locked doors, President Allyn B. McIntyre outlined ANA activities of the past year, including inauguration of the Advertising Research Foundation and work of the Cooperative Analysis of Broadcasting.

The broadcasting research group, headed by Mr. Peabody, originally was to have been a part of the Foundation, but it was separated from that body when the "Committee of 15" began last spring to lay the foundation for a joint radio audit organization.

So far the audit bureau plan has been confined to discussions among the three groups For the ANA, Mr. Peabody, Paul B. West, newly elected president, and A. W. Lehman, ass't managing director have been actively concerned with the project, but it still is in the discussion stage although started almost a year ago.

Mr. McIntyre outlined the achievements of the Cooperative Analysis of Broadcasting, which for several years has been operated by the ANA to inform members of program popularity. He explained that the analysis now will involve 400,000 individual calls a year, having recently been stepped up to that figure from 150,000 calls. The enlarged analysis is expected to provide a more accurate cross-section of public program preferences and to cover additional territory.

Questioned on the purported high rate of mortality among radio advertisers, as quaintly presented in a novel ANPA survey recently, a number of advertisers indicated that it offered an unfair picture of the situation. One representative went so far as to say that he believed most advertising folk "had tossed it out the window" because of its obvious fallacies. His view was that the survey really had proved to be a boomerang due to its easily perceived omissions and distortions.

How Advertisers Are Spending

THE first report of the ANA's new Advertising Research Foundation was made at the opening session by Bernard Lichtenberg, who is directing the recently instituted series of advertising and marketing studies. In compiling the advertising-sales ratios, Mr. Lichtenberg told BROADCASTING, questionnaires were sent to 2,118 companies, with some 300 complete replies being received. These replies come from companies spending $70,000,000 for advertising in 1935.

Analyzing advertising expenditures for 1935 and their relation to net sales, Mr. Lichtenberg, an ex-president of ANA, announced that consumer advertisers as a whole are spending 9.13% of net sales in 1935 for advertising, an increase of .23% over the figure last year. The ratio, however, is .50% under that of 1933, Mr. Lichtenberg found.

In the consumer lines, the ratio of advertising expense to net sales volume varies from 37.8% for proprietary medicines to 2.15% for textiles. Among other ratios are: drugs and toilet articles, 25.87%; soft drinks, 15.56%; jewelry, clocks and silverware, 8.85%; paint, varnish and removers, 8.77%; grocery products, 8.47%; petroleum, 7.70%.

Others on the research committee are Dr. M. W. Stofer, vice president, in charge of advertising, Norwich Pharmacal Co.; Herbert Matz, sales promotion manager, Graybar Electric Co.; Theodore

(*Continued on page 65*)

IT TAKES PROGRAMS!

As a member of NBC basic Red Network, WHIO went on the air February 9, 1935. Network features, combined with local showmanship, soon made WHIO Ohio's new radio favorite. Now as a member of both the basic Red and Blue Networks of NBC, WHIO offers advertisers an increased audience at no additional cost.

39 S. LUDLOW · DAYTON, O.

WMBG
CBS Outlet
RICHMOND VA.
•
Make Your Test In A Major Market At Low Cost
We not only broadcast but Merchandise Your Program
Ask About Our Merchandising Service
•
Representatives
NEW YORK
Hibbard Ayer
CHICAGO
Furgason & Aston

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate 1,000 Watts
$245,000,000.00
from Cotton, Corn and Tobacco Crops!
Here's a sizeable sum of North Carolina money that will be spent during the next few months. Get your share through WWNC—the only radio station in prosperous Western North Carolina.

$11,000,000.00
◆
PASSAGE by Congress of the Minnesota Fire Sufferers' Claims Bill, and its approval by the President, means that into the lap of Northern Minnesota eleven million dollars will be poured. And—it will start to come almost immediately!

ELEVEN million dollars is quite a chunk of buying power, especially when it's velvet. And it will be spent with all the willingness with which easy money is spent. Residents of Northern Minnesota listen in on WEBC from the time they turn it on in the morning until they turn it off with one hand at night, as they turn off the lights with the other.

WEBC is a "natural" as a medium for alert advertisers and merchandisers who warm up a "come eleven" for those eleven million EXTRA dollars! Send now for rate cards and program details; we'll fade you!

◆
WEBC
Head of the Lakes Broadcasting Co.
DULUTH SUPERIOR

FCC Advances Plan for Power Boosts

(Continued from page 9)

jected realignment. The original theory advanced by the Engineering Department, that *minimum* power on the 25 clear channels set aside for high power rural coverage should be 500,000 watts, apparently will be revised. Instead, consideration is being given to a *minimum* of 50,000 watts, rather than the existing provision of a *maximum* of that output, with those stations desiring to do so being allowed to go to 500,000 watts.

This grows out of the finding that equipment companies are not prepared to turn out as many as two dozen gigantic 500,000 watt plants. It is also felt that the FCC should not place itself in the position of forcing stations to expend such huge amounts as $500,000 each for transmitters of that energy. The view now seems to be that 25 of the 40 clear channels should be "earmarked" for eventual 500,000 watts, with the installations to take place if, as and when the FCC in its judgment finds it expedient to allow it, or when the stations themselves request such authority. Moreover, it is believed that in mass production, the manufacturing companies, notably RCA and Western Electric, should be able to cut the cost of 500,000 watt amplifiers for existing 50,000 watt transmitters to perhaps half the cost of WLW's installation, which was about $500,000—possibly even less.

KNX And WGN Applying

FIRST to respond to the disclosure of the FCC super-power plan was KNX, Hollywood, which entered an application Oct. 28 for 500,000 watts, amending its previous application for 250,000. WGN, Chicago, also has indicated that it will shortly file a 500,000 watt application, and it is known that similar moves are contemplated by WSM, Nashville; KFI, Los Angeles, and the New York and Chicago key stations of NBC and CBS.

Indications are that the clear channel proposed rule, which would reduce the number of exclusive waves from 40 to 25, and possibly provide for duplication of stations on the remainder, will be forthcoming from the Engineering Department within six weeks or two months. The jam occasioned on the regional realignment, however, may delay submission of this proposal.

Along with the clear channel recommendations, it is likely the Engineering Department will submit proposals for opening of three new channels in the 1500-1600 kilocycle band for additional local stations, all using identical radiators. Included with this may also be proposed rules covering ultra-high frequency experimental broadcasting, now coming into prominence among those who foresee the day when the experimental restrictions will be lifted and multitudes of stations will be operating in the range above 30,000 kilocycles for purely local coverage. Presumably each of the proposed rules, when passed upon by the Broadcast Division, will be made the basis of general hearings to consider the feasibility of their adoption.

There is some talk of eliminating the stations on the four so-called "high-power" regionals altogether, and of supplanting them with 1,000 watt regionals within the cities themselves. Now all of these stations, using power of 5,000 watts and more, are required to maintain their transmitters outside of city limits.

New Antenna Rules

THE NEW antenna regulations adopted by the Broadcast Division (Rule 131) specify that all applicants for new, additional or different broadcast facilities and all licenses requesting authority to move the location of the station, shall specify a radiating system, the efficiency of which complies with the requirements of good engineering practice for the class and power of the station. It said also the FCC will publish from time to time specifications deemed necessary to meet the requirements of good engineering practice, and that no licensee will be permitted to change the height or supporting structures or make any other changes in their antennas which will "measurably alter the radiation patterns, except upon written application to and authority from the Commission."

In adopting the regulation, the FCC specified minimum heights required for stations on particular frequencies. It stated that a review of antenna systems used by stations revealed that many antennas in use do not comply with good engineering requirements. In many cases, it said, efficient radiating systems would increase coverage more than could be accomplished by doubling power.

Modulation Orders

THE MODULATION meter order adopted Oct. 29 (Rule 139), reads as follows:

(a) A licensee of a broadcast station will not be authorized to operate a transmitter unless it is capable of delivering satisfactorily the authorized power with a modulation of at least 85%. When the transmitter is operated with 85% modulation, not over 10% combined audio frequency harmonics shall be generated by the transmitter.

(b) All broadcast stations shall, on and after Nov. 1, 1936, have in operation a modulation monitor approved by the Commission.

(c) The operating percentage of modulation of all stations shall be maintained as high as possible consistent with good quality of transmission and good broadcast practice and in no case less than 85% on peaks of frequency recurrence during any selection which normally is transmitted at the highest level of the program under consideration.

(d) The Commission will, from time to time, publish the specifications, requirements for approval, and a list of approved modulation monitors.

It was pointed out in connection with this action that percentage of modulation is important in the coverage of a station. Observations of many stations, it was said, has revealed that the maximum percentage varies widely, with the result that many stations do not render the service that their assignment is capable of rendering, and that some stations overmodulate, resulting in impaired quality and imperfect reception. These conditions, it was stated, can be materially improved if all stations are equipped with modulation meters to determine the percentage of modulation at all times—a step which the new rule accomplishes. The regulation grows out of informal conferences with all manufacturers of transmitting equipment held by the Engineering Department last Spring and Summer. It is estimated that the cost per installation of a modulation meter will be from $150 to $400.

All told, it has been estimated that the entire reallocation project encompassed in the FCC plan, if finally adopted, will mean expenditures on the part of all classes of stations ranging between $35,000,000 and $50,000,000.

Father Goes Afishin'

WWL, New Orleans, has inaugurated a new service for fishermen and week-enders on boat trips and campers. At 10:30 each Saturday night relatives or friends may send messages to boats in Louisiana, Mississippi or Florida waters which are broadcast free. If friend husband is afishin' and wifey wants to know where he hid the family purse, hubby can hustle home and made amends. The idea is proving very popular.

Get Business in Montana
Use—
KGIR
Only Station in Butte
Montana's Largest City

Auto Show Promotion

NBC has issued a four-page booklet in the interest of the Auto Show which will be held at the Grand Central Palace, New York, and thereafter in various other parts of the country. The booklet is printed on hand made paper and tells about the Sunday, Nov. 3, 8-8:45 p. m. broadcast, which is titled *The Horseless Carriage*. NBC issues such a booklet every year just before Automobile Show time. This year, of course, automobile shows will be held earlier than usual because of the change in production schedules by the leading manufacturers to steady employment fluctuations in the automotive industry.

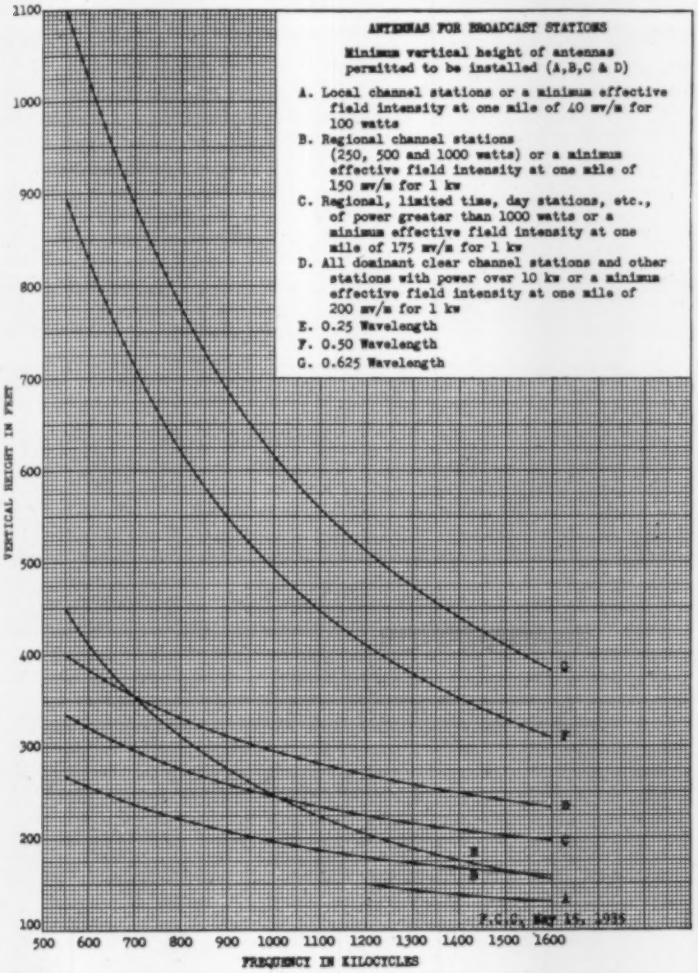
Increased and Intensified
IOWA NETWORK
Coverage
KSO broadcasting from new antenna with doubled power
272, 906 persons, 13 counties added to primary listener area of KSO, Des Moines—plus more intense service for 336,906 persons in 8 counties of original primary listener area. Let us send you the full story. Or call John Blair & Co., New York, Chicago, Detroit, San Francisco.
THE IOWA BROADCASTING SYSTEM
The Des Moines Register and Tribune
KRNT CBS BASIC Des Moines
WMT NBC BASIC BLUE Cedar Rapids-Waterloo
KSO NBC BASIC BLUE Des Moines

MUNCIE
LEADS
NATION!

The report of the National Retail Credit Assn. shows credit sales increased 40% in Muncie against nation's average of 8.9%.

WLBC- MUNCIE IND.

New Antenna Regulations Promulgated by FCC


ANTENNAS FOR BROADCAST STATIONS
Minimum vertical height of antennas permitted to be installed (A,B,C & D)
A. Local channel stations or a minimum effective field intensity at one mile of 40 mv/m for 100 watts
B. Regional channel stations (250, 500 and 1000 watts) or a minimum effective field intensity at one mile of 150 mv/m for 1 kw
C. Regional, limited time, day stations, etc., of power greater than 1000 watts or a minimum effective field intensity at one mile of 175 mv/m for 1 kw
D. All dominant clear channel stations and other stations with power over 10 kw or a minimum effective field intensity at one mile of 200 mv/m for 1 kw
E. 0.25 Wavelength
F. 0.50 Wavelength
G. 0.625 Wavelength
VERTICAL HEIGHT IN FEET
FREQUENCY IN KILOCYCLES
F.C.C. May 15, 1935

THIS graph shows the minimum physical height of antenna proper or minimum effective field intensity that stations must have before additional facilities will be granted under Rule 131 adopted Oct. 31 by FCC. The minimum actual physical vertical heights of antennas permitted to be installed are shown by curves A, B, C, and D of Figure 1 as follows:

A—Local channel stations, 100 watts night and 250 watts day, or a minimum effective field intensity at one mile of 40 mv/m for 100 watts.

B—Regional channel, limited time, day etc. stations 250 watts to 1000 watts night and day, or a minimum effective field intensity at one mile of 150 mv/m for 1 kilowatt.

C—All stations other than dominant clear channel stations having an operating power night or day greater than one kilowatt and less than 25 kilowatts, or a minimum effective field intensity at one mile of 175 mv/m for one kilowatt.

D—All dominant clear channel stations and all other stations having a maximum operating power night or day of over 10 kilowatts, or a minimum effective field intensity at one mile of 200 mv/m for one kilowatt.

Jolliffe Resigns to Join RCA

(*Continued from page 9*)

the close of business November 12, 1935. The past five and a half years during which I have been associated with the Federal Radio Commission and this Commission have been both profitable and enjoyable to me and it has been a privilege and a pleasure to be associated with the members of the Commission and its staff. I wish to express my appreciation of the opportunity that has been given me to render some assistance in laying the foundation for the future work of the Federal Communications Commission.

The FCC post pays $9,000 annually. The Engineering Department embraces all technical frequency activities of the FCC as well as wire line and telephone communications. The engineering staff totals some 50 employes. Dr. Jolliffe was the first regularly retained chief engineer of the former Radio Commission, his predecessors during the preceding three years having been loaned by other departments of the government to the then temporary radio regulatory body. He came from the Bureau of Standards to the Radio Commission.

Both Assistant Chief Engineers Jett and Ring have been with the FCC since its creation, and were with the Radio Commission before that, though in subordinate capacities. Lieut. Jett is a retired naval officer and has been in charge of services other than broadcasting since Dr. Jolliffe became chief engineer in 1930. Mr. Ring, formerly an engineer on the staff of General Electric Co., in Schenectady, has been identified with broadcasting matters since he joined the Radio Commission in 1928.

Lieut. Comdr. Craven, who resigned from the Navy several years ago to enter a consulting engineering practice, had served as acting chief engineer of the Radio Commission in its earlier days. He has held many important communications assignments in the Navy, among them the assignment as chief of the Radio Division of the Bureau of Construction and Repair.

Dr. Dellinger was the first acting chief engineer of the Radio Commission, having been loaned to that agency in 1928, a few months after it was created as a purely temporary body. He is recognized as one of the nation's foremost radio scientists, and it was largely upon his recommendation that Dr. Jolliffe, then his chief aide, was named as the first permanently assigned Radio Commission chief engineer.

Dr. Jolliffe was responsible in large measure for the technical regulations now in force affecting radio broadcasting and other radio services. He was responsible for the introduction of many technical rules to increase efficiency in broadcasting and has had much to do with the drafting of international radio regulations through appointment to these conferences either as a delegate or technical advisor.

Frank Black Honored

FRANK BLACK, NBC general music director, has been made an Officer with Palms of the French Academy in recognition of his services to French artists and for promoting wider knowledge of French music in America.

WBRC

OLDEST AND ONLY FULL TIME
HIGH POWERED STATION IN ALABAMA

1000 WATTS FULL TIME. AFFILIATED CBS

BIRMINGHAM BROADCASTING CO., Inc.
BANKHEAD HOTEL BIRMINGHAM, ALA.

NOW OPERATING ON 890 KILOCYCLES

KFPY

Spokane, Washington

Take a tip from KFPY's local advertisers, over

90% Renewals

during the past year—in spite of increased local rate. You can't fool local advertisers!

REPRESENTATIVES

J. H. McGILLVRA
485 Madison Avenue
NEW YORK

J. H. McGILLVRA
Palmolive Building
CHICAGO

WALTER BIDDICK CO.
568 Chamber of Commerce
Bldg., LOS ANGELES

WALTER BIDDICK CO.
601 Russ Building
SAN FRANCISCO

Italian News!

It's hot stuff these days . . . and WMEX is providing it in full to GREATER BOSTON'S quarter million Italian population. Our four 15 - minute Italian News Periods daily assure this responsive audience all the latest developments in the Ethiopian campaign.

Open to limited number of participating sponsors.

WMEX

1500 kc — 250 w L.S. — 100 w N.

HOTEL MANGER — BOSTON

In America's Fourth Market

Tel. CAPitol 7560—Teletype Bos. 157

PROGRAM NOTES

A 1,000-MILE remote control was operated by WSM, Nashville, Oct. 18, on the eve of the Vanderbilt-Fordham game in New York, when the station carried on its *Campus Theatre of the Air* a big Vanderbilt rally in the Ambassador Hotel, New York. Jack Harris of the WSM staff went to New York to make the arrangements. Among noted alumni of the Nashville institution who participated were Norman Davis, Grantland Rice and James Melton.

PLANNING a *Man-on-the-Street* program, KSD has selected Frank Eschen to man the microphone for the twice-weekly 15-minute broadcasts, with Presto Razor Blade Co., St. Louis, as sponsor. Every person coming to the mike will be given a sample of the product. Two attractive girls will dispense the samples. KSD presented George Rector, famous chef, and Mrs. Rafi Mottahedeh, wife of a Persian importer, in recent *Distinguished Visitor* programs.

TRIBUTE to WWVA, Wheeling, W. Va., was paid by the city and listeners over a wide area on the station's second annual *Harvest Home Festival Day*. Climaxing the event was the 133d performance of the WWVA *Jamboree* in the Capitol theatre, with 3,845 tickets sold while another 1500 tried to get in. A big increase in business was shown by all Wheeling stores during the day, with city streets being jammed from morning to midnight.

WFBL, Syracuse, has signed for a month of daily dramatized announcements for the local agent of State Mutual Assurance Co. Continuity presents situations common to the average family. The announcements are 200 words, broadcast daily at 8 a. m.

Program on Fire

DURING one of his sponsored morning broadcasts over WIP, Philadelphia, and WMCA, New York, Rev. George A. Palmer, Hasbrouck Heights, N. J., broadcasting from his home, described a fire in his cellar. The blaze started during the broadcast and Rev. Palmer punctuated the *Morning Cheer* program with a description of the fire and the activity of firemen. His pet chow (Chang) discovered the fire, scratching on the cellar door until Mrs. Palmer opened it and a cloud of smoke swept upward. Damage was slight.

THE PLAN for interexchange of outstanding program ideas between KYA, San Francisco, and WINS, New York, Hearst Radio outlets, went into effect Oct. 21 when WINS presented the first in a series of sketches entitled *America* that have proven successful on the West Coast. The series consists of thumb-nail sketches of famous Americans, interspersed by appropriate musical selections. In exchange, KYA will present the WINS feature *Pipsqueak Pippins*, novelty orchestral group, which was organized by the WINS staff orchestra about a year ago. The group consists of members of the orchestra playing popular songs of the day in "rube" style.

BORDEN-WIELAND Co., Chicago (milk), has initiated a series of broadcasts direct from the marriage license bureau in Chicago, broadcast from 1:45 to 2 p. m., Monday, Wednesday and Friday, over WGN, Chicago, with Quin Ryan as announcer and interviewer. Couples applying for licenses and officials of the bureau are brought before the microphone and some of the regular proceedings are also broadcast. The sponsor donates a month's supply of milk to each couple interviewed. Agency: Hanff-Metzger Inc., Chicago.

WSM, Nashville, has moved its *Grand Ole Opry* to the Hillsboro Theatre, the new 500-capacity auditorium-studio having proved inadequate despite the fact that three sets of visitors are admitted to each of the weekly programs. In the theatre 2,400 will be able to see the show each Saturday.

"HOME TOWN", a sustaining feature of the Federal Housing Administration, began Oct. 10 over an NBC-WEAF network as a morning serial dramatization by Peter Dixon of a mythical town with a female mayor.

"CALLING ALL CARS," weekly from KHJ, Los Angeles, to California stations of the Don Lee-CBS network for the Rio Grande Oil Co., Los Angeles, on Oct. 23 presented the 100th performance and changed the style of the crime dramatization which is written in collaboration with police departments of the west. The new style will eliminate all narrative and will include only straight dramatic action plus atmospheric music. Bill Robson, of Hixson - O'Donnell Inc., Los Angeles agency, produces the feature.

COOPERATING with Newark police, WOR, that city, broadcast an appeal to the radio audience for information concerning the Dutch Schultz gang massacre Oct. 23. The program, sent over MBS, was the first major feature since the formation of the new WOR special features department.

KRNT, Des Moines, broadcast from the 10th annual food show in Des Moines Oct. 14-19, with a commercial program, inquiring reporter and sustaining show aired each day, as well as a preview before the official opening. Lowell Blanchard, announcer of KSO, Des Moines, sister station, was master of ceremonies.

THE LONGEST crow and the shortest quack were aired by WMT, Waterloo, Ia., during the Dairy Cattle Congress Exposition. Roosters, ducks and livestock were induced to perform before the microphone by darkening coops and stalls with blankets, removal of the blankets creating a fake dawn for William Spargrove, WMT program director.

A SERIES of ten education programs to bring leading scientists and educators before the microphone has been started by WIP, Philadelphia, in cooperation with the Pennsylvania Arts and Sciences Society and 16 high schools. At 2:30 each Monday afternoon student bodies of these schools assemble in their auditoriums and hear programs from the WIP studios, with slides illustrating the material synchronized with the lecturer's voice.

HERMAN CREDIT Co., Philadelphia, through Harry Feigenbaum Adv. Service, of that city, broadcasts salutes to various sections of Philadelphia, over WIP, with narrators or dramatic groups giving highlights of city history. Weekly neighborhood papers have been devoting considerable space to the programs.

WITH ITS weekly program *Education in the News* on an NBC-WEAF network, Mondays, 7:30 p. m., the Office of Education will include "Motion Picture Bookmarks", a service provided by the Cleveland Public Library for 12 years.

KFEL-KVOD, Denver, offers play-by-play broadcasts Sunday afternoons of professional football games, using Western Union reports. Brown Palace Hotel and Casanova night club sponsor the programs.

WSM, Nashville, in October celebrated the third anniversary of its *Radio Kitchen* and of Mary Lyles Wilson as supervisor. The program has been broadened to accommodate clubs and housewives' groups who are invited to attend in a body.

TWO half-hour periods have been adopted for the *Happy-Go-Lucky Hour* on the Don Lee-CBS network, which now originates alternately from KFRC, San Francisco, and KHJ, Los Angeles. Sam Moore is in charge at San Francisco and Bill Goodwin at Los Angeles.

PITTSBURGHERS AND THEIR NEIGHBORS PREFER

This insures a bulk audience over WCAE

Why don't you find out about the AIR STEEL TEST?

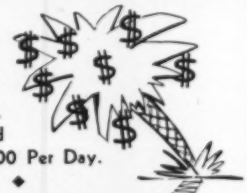
WCAE

PITTSBURGH · BASIC NBC RED NETWORK

National Representative

HEARST RADIO NEW YORK CHICAGO SAN FRANCISCO

During 1934 Hawaiian Imports From U.S. Amounted to $250,000 Per Day.



KGMB is the best advertising buy in this typical American Market.

KGMB

HONOLULU , HAWAII

FRED J. HART, President and General Manager

SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL

Representatives:

CONQUEST ALLIANCE COMPANY

NEW YORK, 513 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

GATES Manufacturers of

Everything in Speech—Remote—Transcription and Microphone Equipment

GATES RADIO & SUPPLY CO.

QUINCY, ILLINOIS

Convention of ANA

(*Continued from page 61*)

Marvin, advertising manager, Hercules Powder Co.; C. L. Reisner, advertising manager, De Laval Separator Co.; Ed Loew Gouedy, advertising manager, Eagle-Picher Sales Co.; W. K. Page, Addressograph-Multigraph Corp.

Resale Price Maintenance

HAROLD THOMAS, of the Centaur Co., opened the Tuesday morning meeting with a paper on resale price maintenance laws. He pointed out in his speech, titled "Marketing Under State Fair Trade Laws", that most plans to prevent price-cutting have been declared illegal or are so expensive to operate that any benefit to the dealer or manufacturer is killed. Ten states, he said, have passed fair trade or resale price maintenance laws and retailers are planning a drive for a similar federal measure.

I. W. Digges, member of the bar of Virginia and New York, prepared an address on piracy of advertising ideas and how to guard against damage suits of this type. His address was read by W. H. Leahy, advertising manager of Dennison Mfg. Co.

In the afternoon advertising by specified industries was discussed. Presiding were: Automotive accessories, B. A. Broughton, Willard Storage Battery Co.; department store merchandising, A. O. Buckingham, Cluett, Peabody & Co. Inc.; distilled products, Carleton Healy, Hiram Walker Inc.; drug and toilet articles, H. W. Roden, Johnson & Johnson; grocery products, Daniel F. Gerber, Gerber Products Co.; industrial advertising, Ralph Leavenworth, Westinghouse Electric & Mfg. Co.; insurance, Arthur A. Fisk, Prudential Insurance Co. of America; petroleum, Ben N. Pollak, Richfield Oil Corp. of New York.

Attention to Marketing

OPEN SESSIONS of the convention started on the night of Oct. 29 with a Monte Carlo, strictly an entertainment feature. At the Wednesday morning session Laurence G. Meads, International Printing Ink Corp., and a former partner in Blackman Adv. Inc., recently reorganized, discussed the chemistry of color and recent developments. H. A. Haring, distribution expert, explained how to eliminate waste in marketing. His subject was "A Yardstick to Take the Guess Out of Marketing". Effie I. Raitt, president of American Home Economics Association, spoke on "What Business Should Do to Remove Consumer Suspicion". Her viewpoint was that advertisers should "discard and discredit those who are unfair in your ranks" to pave the way for the elimination of consumer doubt as to advertisers' claims.

At the afternoon gathering, President McIntire gave his review of the broadened sphere of advertising research. Malcolm McNair, professor of marketing and director of research, Graduate School of Business Administration, Harvard University, discussed "The Right to Advertise". Raymond Rubicam, of Young & Rubicam Inc., New York, pointed the way to cooperation among buyers and sellers of advertising as well as advertising agencies.

Closing the convention was the 26th annual banquet, with President McIntyre presiding. The speaker was Willard M. Kiplinger, writer of specialized Washington letters. Entertainment was provided by CBS.

PONY PROMOTION

WREN's Prancing Steeds Much In Demand in Midwest

TO PROMOTE good will, WREN, Lawrence, Kan., has coralled some 40 chestnut ponies from which it has entered five teams, trained to a small circus wagon, in parades, fairs and livestock shows.

The ponies are freighted from town to town and the demand for them has become so great in Kansas, Missouri, Iowa, Nebraska and Oklahoma that a second group is being trained.

Both cities and small towns have taken to the WREN ponies. No commercial advertising is employed in showing them nor is any mention made over the air. The advertising is done by word of mouth from town to town and the ponies are placed on display only by chambers of commerce and other civic groups.

WLW Drops Gruen Series But Later Reinstates It

APPEALS to FCC Chairman Prall and various members of Congress, including Senator Wheeler, led WLW, Cincinnati, on Oct. 22 to reinstate the semi-weekly *Washington Merry-Go-Round* program sponsored by Gruen Watch Co. over the Mutual Broadcasting System after the station had cancelled. WLW dropped the program, it was alleged, because Drew Pearson and Robert S. Allen, who conduct the colloquy and write the widely used newspaper column under the same title, had discussed the manufacture of munitions equipment in Cincinnati and had told an anecdote regarding Secretary of State Hull. WLW told the *Cincinnati Post* that it had cancelled because the program did not meet its standards rather than because of anything said in it.

The two Washington correspondents took their case to members of Congress, who wired protests, Senator Wheeler sending a radiogram from the *S. S. President Grant* at sea, objecting to alleged censorship. WLW was to have been replaced by several other stations which had been secured by MBS and DeGarmo-Kilborn, New York, agency for Gruen. However, it was decided to go through with the Tuesday and Saturday night series on the original four-station MBS network. The series is contracted for 26 weeks, but discussions have been held with NBC for its possible transfer to that network.

LAHTI, Finland's principal broadcaster, operating on the long wave of 166 kc., will shortly increase its power to 220,000 watts.

Plane Hits Antenna

APPARENT negligence was the cause of the death of O. K. Bevins, former air mail pilot of Fort Thomas, Ky., who crashed into the antenna mast of WLW, at Mason, O., on Oct. 18, according to a report from WLW received by the FCC. The Bevins plane, en route from Cincinnati to Detroit, struck the tower and crashed 600 feet. The tower at the time was illuminated, because of fog, despite the fact that regulations do not require illumination during daylight hours. Moreover, a large neon sign also was lighted. The report stated that the pilot apparently was unaware of his position until the time the collision occurred. The mast was not damaged and caused no interruption to service.

WTMV
in the
ST. LOUIS AREA

Do It Economically
USE
NBC Thesaurus
Through WTMV

Look what's happened to CKLW!

OVER 2,300* REPLIES FROM 2 AFTERNOON PROGRAMS BROADCAST IN OCTOBER — A.C.**

*Actually 2,327 Replies — More Than a 300% Increase Over the Same 2 Programs in September

**AFTER THE CHANGE

Mail pours in upon CKLW in response to adult-appeal, song-guessing programs (no "give-away hook")—broadcast at a time usually devoted to children's hours—facts which make this amazing mail response the more outstanding. There is but one conclusion—*CKLW's pulling power is greater today than ever before*—and CKLW is therefore the direct economy route to the thriving Detroit-Windsor area! Use CKLW for greatest returns on your advertising dollar.

CKLW SERVING THE THRIVING DETROIT-WINDSOR AREA
Now Affiliated WITH THE MUTUAL BROADCASTING SYSTEM

REPRESENTATIVES
J. H. McGILLVRA, New York
JOHN KETTLEWELL, Chicago

Detroit Office:
UNION GUARDIAN BLDG.
Windsor Office:
GUARANTY TRUST BLDG.

WBNX

MILESTONES ON WBNX
FIRST — Increased space—additional studios.
SECOND — High Fidelity Speech Input Equipment.
NOW! — NEW 190 FOOT ¼ WAVE ANTENNA!!!

MARKS THE SPOT

These events show why WBNX gives you the New York market intimately, intelligently and inexpensively!

WBNX—New York *Write For Booklet "Market Coverage"*

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

OCTOBER 14 TO OCTOBER 30, INCLUSIVE

Decisions . . .

OCTOBER 15

WMAZ, Macon, Ga.—Granted CP change equip.

NEW, J. B. Roberts, Gastonia, N. C.—Granted CP 1420 kc 100 w unltd.

KGER, Long Beach, Cal.—Granted renewal 60 days.

KGIR, Butte, Mont. — Granted renewal license.

WNEW, Newark — Granted renewal license.

KGB, San Diego—Granted renewal 60 days.

KFAB, Lincoln, Neb.——Granted extension exp. auth. synchronize with WBBM LS to midnight to 2-1-36.

WSFA, Montgomery, Ala.—Granted auth. antenna measurement.

WPRP, Ponce, P. R.—Granted modif. CP extend completion.

WMAQ, Chicago — Granted license for CP 670 kc 50 kw unltd.

WFLA-WSUN, Clearwater, Fla.—Granted license for CP 620 kc 1 kw N 5 kw D unltd.

WISN, Milwaukee—Granted license for temp. auth. use former main transmitter as auxiliary.

WKBV, Richmond, Ind. — Granted CP move transmitter locally.

WIXAL, Boston—Granted CP install 3 kw auxiliary transmitter.

SPECIAL AUTHORIZATIONS—KBTM, Jonesboro, Ark., granted extension temp. auth. use present equip.; WMAZ, Macon, Ga., granted temp. auth. operate reduced power 30 days; KIRO, Seattle, granted extension temp. auth. 710 kc 500 w pending signal survey; WLLH, Lowell, Mass., granted temp. auth. operate without approved freq. monitor; KGGF, Coffeyville, Kan., same; KFIZ, Fond du Lac, Wis., granted temp. auth. spec. hours pending action on applic. modif. license.

SET FOR HEARING—WTMV, E. St. Louis, Ill., applic. CP new equip., increase to 250 w D; NEW, F. W. Atkinson, Watsonville, Cal., applic. CP 1310 kc 250 w D; KVSO, Ardmore, Okla., applic. CP change equip., change from 100 w D to 100 w N 250 w D unltd.; NEW, Continental Radio Co., Toledo, applic. CP 1210 kc 100 w N 250 D unltd.; NEW, A. W. Hayes, Erie, Pa., applic. CP directional antenna N only 1270 kc 500 w N 1 kw D unltd.; NEW, A. O. Jenkins, Jacksonville, Fla., applic. CP in docket amended to 1200 kc 100 w unltd.; WTEL, Philadelphia, applic. CP in docket amended to 1230 kc 250 w N 500 w D unltd.; KGFG, Oklahoma City, applic. modif. license in docket amended to 1370 kc 100 w unltd.; KIT, Yakima, Wash., applic. vol. assignment license to Valley Broadcasters Inc.; NEW, C. A. Rowley, Ashtabula, O., applic. CP 1200 kc 100 w D; NEW, Clyde E. Britton, Lima, O., applic. CP 950 kc 250 w D.

ACTION ON EXAMINERS' REPORTS —NEW, Journal Co., Milwaukee, denied CP 1010 kc 1 kw unltd., sustaining Examiner Hyde; NEW, Head of the Lakes Brdcstg. Co., Virginia, Minn., granted CP 1370 kc 100 w unltd., sustaining Examiner Hyde; WWJ, Detroit, granted CP move transmitter, install new equip., increase from 1 to 5 kw D 920 kc 1 kw N unltd., sustaining Examiner Hill; WAAF, Chicago, granted CP change equip., move transmitter and studio, increase from 500 w to 1 kw D, sustaining Examiner Hill.

APPLICATIONS DISMISSED — WSCN, Birmingham, CP 590 kc 1 kw unltd.; NEW, Philco Radio & Television Corp., Philadelphia, CP exp. station 42000, 56000, 60000, 86000 kc 250 w unltd.

APPLICATIONS DENIED—NEW, Palmer Brdcstg. Syndicate Inc., Cheyenne, Wyo., CP 1210 kc 100 w unltd.; NEW, Clark Standiford, Fresno, Cal., CP 1370 kc 100 w D.

MISCELLANEOUS — WDRC, Hartford, Conn., denied temp. auth. 5 kw D until new antenna is completed; WNBX, Springfield, Vt., reconsidered and set aside order granting applic. full time and granted temp. license 90 days, meantime WHIO and WBNX must conduct field tests to determine interference; NEW, Paul Heitmeyer, Salt Lake City, denied motion to strike from record KSL petition to intervene; KFYR, Bismarck, N. D., granted rehearing before Broadcast Division on applic. renewal license, to be held 1-14-36 to provide opportunity to applicant to present additional testimony, effective date of Commission's decision denying renewal postponed indefinitely; KSL, Salt Lake City, granted petition intervene hearing Mountain States Brdcstg. Corp. new station at Salt Lake City, also applic. Paul Heitmeyer new station at Salt Lake City; NEW, J. C. & E. W. Lee, d/b Riverside Brdcstg. Co., Riverside, Cal., denied request Commission immediately consider applic. and grant in accordance with Ex. Rep. of 5-17-35, 820 kc 250 w D (immediate action impossible because applic. Metro Brdcstg. Co. new station at East Los Angeles on same freq. not disposed of); KMJ, Fresno, Cal., granted petition intervene applics. Harold H. Hanseth, Miles J. Janson, Clark Standiford, Julius Brunton for new stations.

RATIFICATIONS:

KFKA, Greeley, Col.—Granted extension program tests 30 days (10-7).

KFRC, San Francisco—Same (10-9).

KHJ, Los Angeles—Same (10-9).

OCTOBER 22

WRAW, Reading, Pa.—Granted CP new equip., move transmitter locally.

KNET, Palestine, Tex.—Granted modif. CP move transmitter & studio locally, antenna approved.

WHOM, Jersey City—Granted license for CP move locally, new equip.

WELI, New Haven, Conn.—Granted license for CP as modif. new station 900 kc 500 w D.

KROC, Rochester, Minn.—Granted license for CP as modif. new station 1310 kc 100 w unltd.

KCRC, Enid, Okla.—Granted license for CP change equip.

WHB, Kansas City—Granted extension license 60 days.

KGMB, Waikiki, T. H.—Same.

WINS, New York—Same.

WJR, Detroit—Granted license for CP change equip., increase from 10 to 50 kw 750 kc unltd.

WNAX, Yankton, S. D.—Granted license for CP transmitter site, 570 kc 1 kw N 5 kw D unltd.

KSCJ, Sioux City, Ia.—Granted CP aux. equip.

WSYR, Syracuse — Granted CP new equip.

WNRA, Muscle Shoals, Ala.—Granted modif. license move studio to Sheffield, Ala.

KDON, Del Monte, Cal.—Granted modif. CP change equip.

SET FOR HEARING—NEW, Merced Star Pub. Co., Merced, Cal., applic. CP 1040 kc 250 w D; NEW, Mrs. C. A. S. Heaton, Las Vegas, Nev., applic. CP 1420 kc 100 w unltd; NEW, Alfred C. Matthews, Cape May, N. J., applic. CP 1420 kc 100 w spec.; NEW, E. E. Long Piano Co., San Luis Obispo, Cal., applic. CP 1200 kc 100 w unltd.; WEAN, Providence, R. I., applic. CP new equip., move transmitter locally, increase from 500 w to 1 kw; NEW, Press Co. Inc., Schenectady, N. Y., applic. CP 1210 kc 100 w D; NEW, J. W. Stanford, d/b Brunswick Brdcstg. Co., Brunswick, Ga., applic. CP 1310 kc 100 w unltd.; NEW, J. Laurence Martin, Tucumcari, N. M., applic. CP 1200 kc 100 w unltd.; NEW, Joseph C. Morrow, applic. CP 1150 kc 250 w D; NEW, Struble, Strong & Fagan, The Dalles, Ore., applic. CP 1200 kc 100 w unltd.; NEW, A. Staneart Graham, E. V. Baxter, Norman Baxter, d/b Pittsburg Brdcstg. Co., Pittsburg, Kan., CP in docket amended to 790 kc 1 kw D; WPAR, Parkersburg, W. Va., applic. CP change equip., increase from 100 to 250 w D.

SPECIAL AUTHORIZATIONS—WEAN, Providence, R. I., granted temp. auth. portable transmitter for field tests; WBZ, Boston, granted temp. auth. operate without approved freq. monitor 15 days; KDKA, Pittsburgh, same; KUOA, Fayetteville, Ark., same, except 30 days; WRBL, Columbus, Ga., same, except three weeks; WHIS, Bluefield, W. Va., granted extension temp. auth. composite transmitter; WMFD, Frederick Md. granted auth. temp. portable transmitter to determine site; KSCJ, Sioux City, Ia., granted extension temp. auth. spec. hours.

ACTION ON EXAMINERS' REPORTS —NEW, WMAN Brdcstg. Co., Mansfield, O., denied CP new station 1370 kc 100 w unltd., sustaining Examiner Hill; WJTL, Atlanta, granted renewal license 1370 kc 100 w unltd., also vol. assignment to J. W. Woodruff & S. A. Cisler Jr., d/b Atlanta Brdcstg. Co., sustaining Examiner Bramhall; KIEM, Eureka, Cal., granted CP change equip., move transmitter, change from 1210 to 1450 kc, increase from 10 to 500 w unltd., sustaining Examiner Seward; NEW, Pacific Acceptance Corp., San Diego, granted CP 1200 kc 100 w D, sustaining Examiner Seward; WLBC, Muncie, Ind., granted CP change equip., increase from 50 to 100 w N, 100 to 250 w D, simul.-D, share-WTRC N, sustaining Examiner Walker; WKJC, Lancaster, Pa., granted transfer of control to Mason Dixon Radio Group Inc., also have studio & transmitter, granted vol. assignment license to Associated Broadcasters Inc., sustaining Examiner Hill; WBHS, Huntsville, Ala., dismissed with prejudice applic. move transmitter & studio, change hours, sustaining Examiner Seward.

ACTION ON CASE HEARD BY COM. BROWN—T. Yount, d/b Universal Adv. Agency, Laredo, Tex., denied auth. transmit programs to Mexico, sustaining Commissioner Brown.

MISCELLANEOUS — KABR, Aberdeen, S. D., denied auth. spec. hours; KMTR, Los Angeles, CP authorizing changes in modulation system, heretofore granted, retired to closed files; NEW, W. L. Gleeson, Salinas, Cal., CP 1310 kc 100 w unltd., heretofore set for hearing, denied as in default; KSD, St. Louis, rescinded action 9-24-35 setting applic. for hearing and granted extension CP with modif. new equip.

RATIFICATIONS:

KRKD, Los Angeles—Granted extension program tests (10-15).

NEW, Evansville on the Air Inc., Evansville, Ind.—Granted CP 1370 kc 100 w unltd., sustaining Examiner Hill (10-11).

WSIX, Jack M. & Louis R. Draughon, d/b 638 Tire & Vulcanizing Co., Nashville —Granted CP move transmitter to Nashville 1210 kc 100 w unltd. (10-11).

OCTOBER 29

WHEC, Rochester, N. Y.—Granted CP move transmitter locally, install new equip.

WJR, Detroit — Granted auth. antenna input measurement.

WMBR, Jacksonville — Granted modif. CP move transmitter locally, extend completion.

WSPD, Toledo—Granted auth. antenna input measurement.

WMAQ, Chicago—Granted license for old main transmitter as auxiliary.

KEHE, Los Angeles — Granted renewal license regular period.

WEMP, Milwaukee—Granted license for CP 1310 kc 100 w D.

KSUN, Lowell, Ariz. — Granted modif. license from D to unltd.

WAAW, Omaha—Granted extension present license 60 days.

SPECIAL AUTHORIZATIONS—WDBO, Orlando, Fla., granted extension temp. auth. use added 750 w N in Nov.; WMCA, New York, granted temp. auth. 570 kc 1 kw 1 to 6 a. m. to Nov. 13; WCNW, Brooklyn, granted temp. auth. 100 w D 10 days.

SET FOR HEARING—WOOD, Grand Rapids, applic. CP move transmitter locally, change equip., increase from 500 w to 1 kw, new antenna; NEW, Christina M. Jackson, d/b Valley Electric Co., San Luis Obispo, Cal., applic. CP 1090 kc 250 w D; WKRC, Cincinnati, applic. modif. license extend commencement, change equip., increase to 5 kw D; WSMB, New Orleans, applic. renewal license 1320 kc 500 w unltd., 500 w additional; NEW, C. W. Snider, Wichita Falls, Tex., CP in docket amended to 1500 kc 100 w D; KFRO, Longview, Tex., exp. auth. 1210 kc 100 w unltd, facilities KWEA; WASH, Grand Rapids, applic. CP move transmitter, change equip., increase from 500 w to 1 kw; NEW, St. Cloud Brdcstg. Co., Emmons L. Abeles, Sec., St. Cloud, Minn., applic. CP 1200 kc 100 w unltd.; NEW, Midway Broadcast Co., Emmons L. Abeles, Sec., Eau Claire, Wis., applic. CP 1310 kc 100 w unltd.; WCOP, Boston, applic. modif. license from 1120 to 1130 kc, increase from D to LS at Salt Lake City; KGDE, Fergus Falls, Minn., applic. renewal license; KTFI, Twin Falls, Id., applic. renewal license; KXL, Portland, Ore., applic. renewal license.

ACTION ON EXAMINER'S REPORT—WSYR, Syracuse, granted CP new equip., move transmitter to Nedrew, N. Y., increase from 250 w to 1 kw unltd., directional, reversing Examiner Walker.

MISCELLANEOUS—KOTN, Pine Bluff, Ark., denied auth. special program; KROC, Seattle, denied spec. auth. football broadcasts; WHFC, Cicero, Ill., redesignated for hearing applic. CP new equip., vertical radiator, increase to 250 w D; WEHS, Cicero, designated for hearing in WHFC case; WKBI, Cicero, same, the Commission denying the associated petition of the three foregoing licensees to grant without hearing applications to increase each to 250 w D; KGKO, Wichita Falls, Tex., suspended grant and set for hearing applic. move transmitter & studio to Fort Worth; KVI, Tacoma, denied request move from hearing docket applic. increase from 1 to 5 kw, move transmitter; NEW, Monocacy Brdcstg. Co., Rockville, Md., denied reconsideration action suspending grant and setting for hearing; KGFF, Shawnee, Okla., granted auth. new equip., increase to 250 w D, move transmitter locally.

RATIFICATIONS:

WFAM, South Bend—Granted extension temp. auth. simul.-WWAE (10-23).

KTHS, Hot Springs, Ark.—Granted temp. auth. use portable transmitter (10-25).

KIFO, Long Beach—Granted auth. pickup station (10-22).

KPOF, Denver—Granted extension program tests (10-21).

CORRECTION OF FCC ERROR—NEW, Nashville Brdcstg. Corp., Nashville, applic. CP 1370 kc 100 w unltd. withdrawn and dismissed (erroneously listed by FCC in its Oct. 22 decisions).

Examiners' Reports . . .

NEW, Wayne Brdcstg. Co., Hamtramck, Mich. — Examiner Seward recommended (I-117) that applic. CP 1370 kc 100 w D be granted.

WWAE, Hammond, Ind.—Examiner Hyde recommended (I-118) that applic. for renewal of license be granted.

WBHS, Huntsville, Ala.—Examiner Seward recommended (I-119) that applic. daytime hours with authority to move to Chattanooga be dismissed with prejudice.

WALA, Mobile, and KGFI, Corpus Christi, Tex.—Examiner Walker recommended (I-120) that applic. of WALA to increase from 500 w to 1 kw N 1380 kc be denied; that applic. KGFI to change from 1500 to 1380 kc, increase from 100 w N 250 w D to 1 kw unltd. be denied.

WKAR, East Lansing, Mich.—Examiner Seward recommended (I-121) that applic. modif. license from 1040 to 850 kc LS at WWL be granted.

WOCL, Jamestown, N. Y. — Examiner Dalberg recommended (I-122) that applic. renewal be granted.

NEW, Hammond-Calumet Brdcstg. Corp., Hammond, Ind.—Examiner Walker recommended (I-123) that applic. CP 1480 kc 5 kw D be denied.

KLS, Oakland, Cal.—Examiner Bramhall recommended (I-124) that applic. modif. license from 1440 to 1280 kc and from D to unltd. be granted.

National Television Corp., New York—Examiner Hyde recommended (I-125) that applic. CP 2000-2100 kc 500 w television station be denied.

Applications . . .

OCTOBER 12

WNRA, Muscle Shoals, Ala. — Modif. license move studio to Sheffield Hotel, Sheffield, Ala.

OCTOBER 14

WGBI, Scranton, Pa. — CP new equip., increase from 250 to 500 w D & N, amended re equip.

WASH, Grand Rapids, Mich.—CP new transmitter, increase from 500 w to 1 kw, change antenna, amended re transmitter site.

WOOD, Grand Rapids—Same.

OCTOBER 15

NEW, John A. Stump, Fairbanks, Ala.—CP 1210 kc 50 w spec., amended to 100 w 250 w D unltd., change equip.

WCOP, Boston—Modif. license from 1120 to 1130 kc, from D to spec., 500 w., amended to ltd. hours, LS Salt Lake City.

WHEC, Rochester, N. Y. — CP new equip. move transmitter locally.

NEW, Gulf Coast Brdcstg. Co., Corpus Christi, Tex.—CP 1330 kc 1 kw unltd., amended to change name from Caller Times Pub. Co., power to 250 w 500 w D, change equip.

KGDY, Huron, S. D. — Modif. license from D to unltd. 250 w, amended re antenna.

WNAX, Yankton, S. D.—License for CP as modif. change equip., increase power, move transmitter.

APPLICATIONS RETURNED — NEW, L. Martin Courtney, Toledo, CP 1290 kc 100 w unltd.; WAGF, Dothan, Ala., license for CP as modif. change equip., change hours, increase from 100 to 250 w; WRBL, Columbus, Ga., CP change equip., increase from 100 to 250 w D, move transmitter locally; KRKO, Everett, Wash., vol. assignment license to Pioneer Broadcasters Inc.

OCTOBER 17

WSPD, Toledo—Auth. measure antenna output.

NEW, Herman Radner, Lansing, Mich. —CP 1210 kc 100 w 250 w D unltd., facilities WJIM if and when latter's applic. for WGAR facilities is granted.

KTRH, Houston—License for CP new equip., change freq., increase power.

WSGN, Birmingham — Vol. assignment license to R. B. Broyles.

KSO, Des Moines—License for CP and modif. new equip., increase power, move transmitter.

WOW, Omaha—Modif. CP move transmitter, new equip., increase power, to extend completion.

KIRO, Seattle—Extension exp. auth. 710 kc 500 w unltd. to 2-1-36.

KRKO, Everett, Wash.—Vol. assignment license to Seattle Brdcstg. Co.

KDON, Del Monte, Cal.—Modif. CP new station 1210 kc 100 w unltd., requesting change in equip.

APPLICATIONS RETURNED — NEW, Ogdensburg Advance, Watertown, CP 1270 kc 100 w 250 w D unltd.; NEW, Niagara Falls Brdcstg. Corp., Niagara Falls, CP 100 w unltd.; NEW, Harry T. Barfield, Atlanta, CP 1370 kc 100 w unltd., facilities WJTL.

OCTOBER 18

WNOX, Knoxville, Tenn. — Vol. assignment license to Continental Radio Co.

KUJ, Walla Walla, Wash.—CP change from 1370 to 1250 kc, 100 w to 1 kw, new equip., move transmitter locally, amended re transmitter site.

APPLICATIONS RETURNED — C. E. Sykes, Corinth, Miss., CP 990 kc 500 w 1 kw D; NEW, Grover M. Dickman, San Diego, Cal., CP 1200 kc 100 w unltd.

OCTOBER 21

NEW, John A. Stump, Fairbanks, Alaska—CP 1210 kc 100 w 250 w LS unltd., amended re studio & transmitter sites.

WCAO, Baltimore—CP new equip.

WHBI, Newark—Modif. license from 2½ to 5 kw D.

WNYC, New York—CP use transmitter for emergency.

KELD, El Dorado, Ark.—Modif. license studio site to Country Club Colony, near El Dorado.

WDZ, Tuscola, Ill.—Vol. assignment permit and license to WDZ Brdcstg. Co.

KWBG, Hutchinson, Kan.—Vol. assignment license to Nation's Center Brdcstg. Co.

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CHICAGO, ILLINOIS

NEW, William A. Reed, Waterloo, Ia.—CP 1310 kc 100 w 250 w D unltd.

NEW, Northern Iowa Brdcstg. Co, Inc., Mason City, Iowa—CP 1420 kc 100 w unltd., amended transmitter, studio sites, equip. changes.

KWBG, Hutchinson, Kan. — CP new equip., change from 1420 to 1120 kc, increase from 100 w to 1 kw, move transmitter locally.

WDZ, Tuscola, Ill.—Modif. CP as modif. change equip., change from 1070 to 1020 kc, 100 to 250 w, move transmitter, further changes equip., extend completion.

WEMP, Milwaukee—License for CP as modif. new station.

KGDM, Stockton, Cal.—License for CP as modif. move transmitter, new equip., increase power.

OCTOBER 22

WCAM, Camden, N. J.—Auth. measure antenna power.

WMFN, Clarksdale, Miss.—CP change equip., move transmitter & studio locally.

NEW, Herbert Hollister, Emporia, Kan. —CP 1500 kc 100 w unltd.

KFAD, Bismarck, N. D.—CP 550 kc 1 kw 5 kw D unltd., asks facilities KFYR.

NEW, Ventura County Star Inc., Ventura, Cal.—CP 1200 kc 250 w D amended to 1170 kc.

KFIO, Spokane—CP change equip., increase from 100 to 250 w, change from D to unltd.

KRNR, Roseburg, Ore.—Modif. CP new station 1500 kc 100 w D re transmitter site.

APPLICATIONS RETURNED — NEW, New England Radio Corp., Bridgeport, Conn., CP 1370 kc 100 w D; NEW, Saginaw Brdcstg. Co., Saginaw, Mich., CP 1200 kc 100 w 250 w D spec.; NEW, George B. Bairey, Valley City, N. D., CP 1310 kc 100 w unltd.; NEW, Rees T. Evans, Bremerton, Wash., CP 1420 kc 100 w unltd.

OCTOBER 24

NEW, L. Martin Courtney, Toledo—CP 1290 kc 100 w unltd., amended to 1420 kc, change equip.

WAGF, Dothan, Ala. — License for CP as modif., change equip., change from 100 to 250 w, from D and spec. hours Sunday to D only, amended re hours.

WTAQ, Green Bay, Wis. — Modif. CP new equip., directional antenna, move transmitter, change hours to unltd., to further equip. changes, extend completion.

WAAT, Jersey City—Modif. license from 500 w to 1 kw.

WDAY, Fargo, N. D. — Modif. license from 1 kw 5 kw D to 5 kw D & N.

NEW, Peninsula Newspapers Inc., Merced Star Pub. Co., Palo Alto, Cal. — CP 1160 kc 250 w D.

WOCL, Jamestown, N. Y. — Examiner Dalberg recommended (I-122) that applic. renewal license 1210 kc 50 w unltd. be granted.

OCTOBER 25

WMEX, Boston — CP move transmitter, install new equip. change from 1500 to 1470 kc, increase from 100 w 250 w D to 5 kw D & N.

WICC, Bridgeport, Conn.—Auth. install automatic freq. control.

WCOP, Boston—Vol. assignment license to Mass. Brdcstg. Corp.

WAVE, Louisville—CP move transmitter, new equip., increase from 1 to 5 kw.

NEW, American Brdcstg. Corp., of Ohio, Cleveland—CP 880 kc 1 kw unltd.

WJAS, Pittsburgh—Auth. measure antenna power.

WDZ, Tuscola, Ill.—Modif. CP 1200 kc 250 w D, move transmitter, change equip., extend completion, amended re equip.

KFWB, Hollywood—Modif. license from 1 kw N 2½ kw D to 5 kw D & N.

KOIN, Portland, Ore. — Modif. license from 1 kw N 5 kw D to 5 kw D & N.

APPLICATIONS RETURNED — WOR, Newark, license for CP aux. transmitter; NEW, Waldorf Brdcstg. Co., Toledo, CP 1200 kc 100 w unltd.; NEW, Nathan N. Bauer, Miami, CP 1420 kc 100 w unltd.; WMFN, Clarksdale, Miss., CP new equip., increase from 100 to 250 w.

OCTOBER 28

WFBL, Syracuse—Auth. auto. freq. control.

WCSH, Portland, Me. — Modif. license from 1 kw 2½ kw LS to 5 kw D, amended to 5 kw D & N.

NEW, Saginaw Brdcstg. Corp., Saginaw, Mich.—CP 1200 kc 100 w 250 w LS, amended to 100 w D & N, change equip.

WJAS, Pittsburgh—License for CP as modif. move transmitter, change equip.

WMMN, Fairmont, W. Va.—Modif. CP new equip., increase power, requesting further changes antenna, trans. site near Fairmont, extend completion.

KQV, Pittsburgh — Auth. install auto. freq. control.

KMLB, Monroe, La.—Modif. CP change equip., change from 1200 to 1210 kc, move transmitter locally, extend completion.

KNX, Hollywood—CP change equip., increase from 50 to 250 kw, amended re equip., move studio to 5939 Sunset Blvd., Los Angeles, requests 500 kw.

KWJJ, Portland, Ore.—CP change antenna, move studio to 622 SW Salmon St., transmitter to Oak Park.

KRKD, Los Angeles—License for CP as modif. new equip., increase power.

APPLICATIONS RETURNED — NEW, Waterloo Brdcstg. Co., Emmons L. Abeles, Sec., Waterloo, Ia., CP 1310 kc 100 w unltd.; WBBR, Brooklyn, CP change antenna; KGIM, Stockton, Cal., modif. CP as modif. extend completion.

RETIRED TO CLOSED FILES—KIRO, Seattle, extension exp. auth. 710 kc 500 w unltd.

OCTOBER 30

WHN, New York — Modif. CP change equip., increase from 1 to 5 kw D, extend completion.

WMFD, Frederick, Md.—Modif. CP extend completion.

WHIO, Dayton—CP new equip., increase to 1 kw 5 kw LS.

WCAE, Pittsburgh—License for CP new equip., increase power, use old trans. as aux.

FCC Corrects Error

ANNOUNCEMENT on Oct. 22 by the Broadcast Division that it had granted the license of Nashville Broadcasting Corp. for a new 100-watt station on 1370 kc. unlimited time, was described as erroneous by the FCC Oct. 29. Instead it said the application had been withdrawn and dismissed. (See story on Page 26, this issue, in which original action was reported.)

Philharmonic Poll

WHEN the New York Philharmonic orchestra celebrates its 200th Sunday broadcast over CBS Dec. 1, a program of numbers chosen by the radio audience will be presented under the direction of Otto Klemperer. Listeners were asked, starting with the Oct. 27 broadcast, to send in their choice of symphonic works.

WSYR Gets 1 kw.

WSYR, Syracuse, N. Y., was granted an increase in power from 250 to 1,000 watts, unlimited time, with a directional antenna, in a decision of the FCC Oct. 29 in which it reversed the recommendation of Examiner Walker. The order is effective Dec. 17.

Coaxial Cable Rehearing

THE FCC on Oct. 30 granted the petition of the American Telephone & Telegraph Co. for a rehearing, entirely reopening the coaxial cable case. (See article on Page 52.)

Press Services Sign

UNITED PRESS has signed up five Southern stations — WRVA, Richmond; WWNC, Asheville;; WLAP, Lexington, Ky; WTAR, Norfolk; and WPTF, Raleigh. International News Service has announced the addition of KMTR, Hollywood, and KFJM, Grand Forks, N. D. Transradio Press has received contracts from some Canadian and Western stations but the complete list was not available as BROADCASTING went to press.

FRANCE'S government-operated broadcasting stations must pay authors of radio plays 500 to 1,000 francs (about 35 to 70 dollars) for each manuscript accepted, under a recent ruling.

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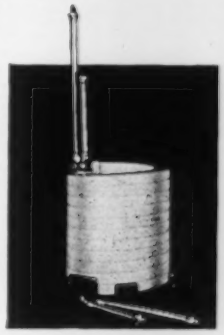

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EQUIPMENT

A 100-WATT transmitter designed to accomplish high-fidelity on a limited budget has been announced by RCA Mfg. Co., Camden. Known as type 100-E, the transmitter is said to introduce simplifications which provide economy and reliability, as well as performance equal to the finest equipment. Latest engineering advances, such as zero-coefficient crystals, Class B modulation and others are incorporated, according to the manufacturers. The transmitter is declared to be as easily installed as a receiver; has no rotating machinery, starters or parts to get out of order. It operates from a single-phase 110-volt supply and has its own speech-amplifier. Inexpensive tubes are used throughout. The unit-chassis assembly permits easy servicing. The exterior is in two-tone gray finish.

GATES RADIO & SUPPLY Co., Quincy, Ill., announces sales of equipment to the following stations: KNEL, Brady, Tex., speech input rack; XEFO, Mexico City, monitoring amplifier, rectifiers, relay control panel, pre-amplifiers; CHWK, Regina, Sask., amplifier, patching panel, mixer; WMPC, Lapeer, Mich., velocity microphone; KADA, Ada, Okla., remote equipment; WSMK, Dayton, transcription equipment; CHML, Hamilton, Ont., transcription equipment; KCRC, Enid, Okla., transcription equipment; KVSO, Ardmore, Okla., remote equipment; CKOC, Hamilton, Ont., transcription turntable.

WMT, Waterloo, Ia., is making good progress in its construction campaign. A second 412-foot tower is being completed near Cedar Rapids. It will be directional. Night coverage is said to have been increased 50% by the first tower and new transmitter.

Santa Claus

CHRISTIAN FEIGENSPAN, Newark brewer, currently sponsoring *Stan Lomax Sports Talk* on that station twice weekly, likes the Port of New York Authority series on WOR so well that he is paying $175 a week to keep it on the air. The weekly Port program was concluded Oct. 24 after the radio budget had been exhausted, so Feigenspan is paying to keep it going because of the road and weather service it provides motorists.

A NEW line of compact lightweight portable volt-ohmmeters and test units is announced by Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa. The units are equipped with a new rugged type d'Arsonval movement and selector switches for range selection, the units simplifying testing of circuit resistance, continuity and insulation. Several types are available.

WCKY, Cincinnati, has contracted for installation of a new half-wave Blaw-Knox vertical radiator, 350 feet high, according to L. B. Wilson, president. Field intensity studies, he said, indicate that the antenna will give the station greater signal strength, and wider coverage, being the equivalent of an 80% increase in power and 34% in signal strength.

WLBC, Muncie, Ind., has completed installation of three new remote control amplifiers. A new Knight 30-watt high-fidelity public address system has been purchased.

Statement of Ownership, Management, Circulation, etc., Required by the Act of Congress of March 3, 1933

Of BROADCASTING Combined With BROADCAST ADVERTISING, published semi-monthly at Washington, D. C., for October 1, 1935.

District of Columbia—*ss.*

Before me, a notary public in and for the District aforesaid, personally appeared F. Gaither Taylor, who, having been sworn according to law, deposes and says that he is the business manager of BROADCASTING Combined With BROADCAST ADVERTISING, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to-wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher—MARTIN CODEL, Washington, D. C.

Editor—SOL TAISHOFF, Washington, D. C.

Managing Editor—J. FRANK BEATTY, Silver Spring, Md.

Business Manager—F. GAITHER TAYLOR, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Martin Codel, Washington, D. C.; Sol Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgage or other securities are: (If there are none, so state.) None.

F. GAITHER TAYLOR.

Sworn to and subscribed before me this 16th day of October, 1935.

JULIE M. MAYER,
(Seal) *Notary Public.*

(My commission expires July 15, 1936.)

PRESTO RECORDING Corp., New York, announces an improved chemically coated acetate disc for instantaneous recording. The new product is said to be soft enough to be cut and at the same time hard enough to be reproduced a reasonable number of times with steel needles. Frequencies of 6500 cycles are said to have been recorded with lateral cutters, and up to 9000 cycles with hill-and-dale cutters. Surface noise is described as below that of standard shellac records.

WOWO, Fort Wayne, Ind., is erecting a tower 450 feet high preparatory to stepping up its power from 10 to 25 kw., with Blaw-Knox Co., Pittsburgh, awarded the contract. The tower is square from bottom to top and anchored with four 250-foot 5/8 inch cables. Tests will be made to determine if the two old towers can be used for WGL, Fort Wayne. The five-foot beacon atop the new radiator is said to be the largest in the Midwest.

WOR, Newark, has installed its former 5 kw. transmitter at Kearny, N. J., as an emergency unit. It has been converted to high fidelity and will operate through the antenna used for the present 50 kw. unit. The emergency equipment has been coordinated to operate automatically should the main transmitter fail.

WPFB, Hattiesburg, Miss., is erecting a wooden antenna constructed by the Mississippi Power Co. The mast consists of two long-leaf pine creosoted poles, buttends spliced, and in mid-air. The antenna will consist of quarter-inch copper tubing held in place up the mast by 18-inch insulators. Over-all height will be 180 feet, and the mast will be guyed four directions in three places. A modernistic wooden transmitter house will be built.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., in November will issue a new edition of its *Advanced Disc Recording* by E. E. Griffin, chief engineer, with line drawings and illustrations, 16 pages. A charge of 10 cents has been placed on the leaflet.

GRAHAM TREVIS, chief engineer at KMOX, St. Louis, has recently completed the installation of a new transmission monitor assembly.

WHEN Rumania's new 150,000-watt broadcasting station goes on the air shortly, its program schedule will include a "government hour" every Sunday morning at 11 to which it will be obligatory for all government officials to listen.

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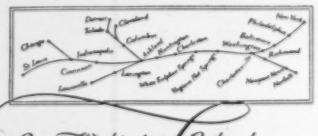
THE F. F. V.

Any ticket agent can route you on Chesapeake and Ohio's genuinely air-conditioned fleet. Insist upon it!



George Washington's Railroad
CHESAPEAKE and OHIO Lines
Original Predecessor Company Founded by George Washington in 1785

1785 — ONE HUNDRED AND FIFTIETH ANNIVERSARY — 1935

PAYROLLS UP 110%

FACTORY payrolls in Wisconsin are 22% higher than a year ago and 110% above the '32 low-point. That increase will buy a lot more of what you sell—if you use the one station that covers the Milwaukee-Wisconsin market thoroughly—

WTMJ
The Milwaukee Journal
Representatives, Ed. Petry & Co.

Continental Radio Popular in Britain

THE EXTENT to which British listeners tune in Continental stations presenting English programs is shown in an elaborately illustrated brochure just published by Imperial Broadcasting Corp., London, which broadcasts sponsored programs aimed at the British audience from Radio Luxembourg, Radio Normandy and Poste Parisien.

With broadcast advertising in England confined for the most part to these stations, due to the non-commercial nature of the BBC stations, the survey breaks down the listener habits into three classes of radio families and shows to which Continental stations they listen. (A review of the growth of radio advertising in Great Britain, by L. W. Weddell, director of foreign advertising, Erwin, Wasey & Co., was published in the Feb. 15 issue of BROADCASTING.)

Listening Habits

THE SURVEY is based on 9,209 door-to-door interviews in 13 cities, of which 77% were found to be radio homes. Projecting these figures on the basis of 11,379,991 homes in Great Britain, the number of radio homes was calculated to be 8,736,790. Of the radio homes, 61% were found to listen to English programs from Continental stations.

Checking the stations to which they listened, it was found that 49% in the primary service area tune in to Radio Luxembourg on Sunday afternoons, 37% on Sunday evenings, and 11% on weekday evenings. In the case of Radio Normandy, the survey showed that 16% listen on Sunday mornings in the primary area, 24% on Sunday afternoons, 21% on Sunday evenings, 9% on weekday mornings, 4% on weekday afternoons and 8% on weekday evenings.

Poste Parisien, it was found, attracts 27% of the radio families on Sunday afternoons, 34% on Sunday evenings and 15% on weekday evenings, these figures also being based on the primary service area.

The interviews were made, it is explained, during summer months. Accompanying the brochure are rate cards for the three stations and a copy of *IBC Transmissions*, weekly program listing covering the stations.

G-E Light Series

GENERAL ELECTRIC Co., Schenectady, on Oct. 20 began a new series over 13 NBC-WEAF stations as far west as Chicago, 11-11:30 p. m. The series publicizes the "Better Light Better Sight" idea, which also is being promoted in magazines. The program is a combination of old melodies, light tunes, and dramatic sketches, titled *Melody Master*. It is signed for 26 weeks. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

WTCN
ST. PAUL AND MINNEAPOLIS
FREE & SLEININGER, Inc.
National Representatives

Radio for Patients

RADIO far surpasses literature in its appeal to hospital patients, according to John N. Wilson, of Seattle, who for five years has been lending books and radios to inmates of Seattle hospitals. Wilson, who operates a radio store, and 20 book-lending stores, has found that radio not only out-distances books in popularity, but that the customary gift of flowers is being replaced by radios. Twenty-five to 50 per cent of hospital patients, Wilson estimates, have radios in their rooms. The stimulating influence of radio programs which aid in taking the patients' minds off their troubles, is highly commended by doctors who now recommend the installation of radios in their patients' rooms.

Lur-Eye Is Cited

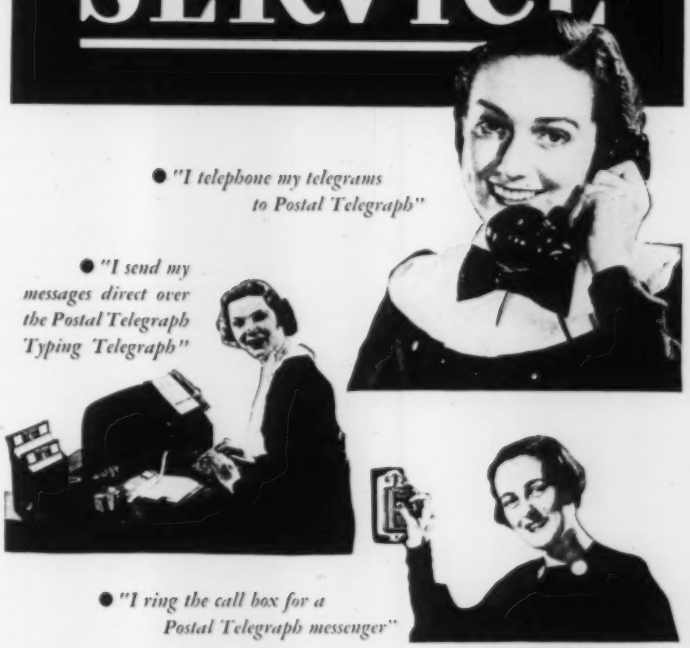
COMPLAINT has been issued by the Federal Trade Commission against Lur-Eye Products Inc., New York (eye treatment) on the alleged ground that the company's Lur-Eye Lash Developer does not have the medicinal qualities claimed in sufficient quantity to produce the results promised, and that it does not contain ingredients to justify claims concerning growth of eyelashes and changing of their texture. The company is given until Nov. 15 to show cause why a cease and desist order should not be issued.

Cosmetic Contest

A THIRTEEN-WEEK radio contract on the sponsor's tri-weekly program and an all-expense air tour to Hollywood are the rewards offered by Hollywood Mask Inc., Chicago (cosmetics), to the best amateur entering a contest being staged in connection with its new radio series, *Petals of Love*, broadcast three mornings weekly over WGN, Chicago. The contest is not to be broadcast, however; the contestants will appear before a committee who will select the winner, after which he or she will make his radio debut as a full-fledged artist. Agency: Schimmer & Scott, Chicago.

Sell The Southwest with SBS
Twelve Major Stations for Twelve Major Markets!
SOUTHWEST BROADCASTING SYSTEM
General Office — Fort Worth

For Speed.. for Accuracy.. for Dependability ...for SERVICE



● "I telephone my telegrams to Postal Telegraph"

● "I send my messages direct over the Postal Telegraph Typing Telegraph"

● "I ring the call box for a Postal Telegraph messenger"

There is *no* place that Postal Telegraph cannot reach. Postal Telegraph not only covers 70,000 points in the United States and 9,000 in Canada★, but it maintains its own telegraph offices, attended by a trained *telegraph* personnel in cities between which 95% of all the telegraph traffic of the country flows. There is no place for which Postal Telegraph will not accept and transmit your message with promptness, with dependability, with accuracy. Postal Telegraph not only offers efficient telegraph service within the borders of this country but through the great International System of which it is a part, it offers communication with the entire world... through the only combination of telegraph, cable and radio service under a single management in the United States.

★ *In Canada, through the Canadian Pacific Railway Telegraphs.*

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables · All America Cables · Mackay Radio

Paris Radio Conference

THE WORLD conference on broadcasting, intended to promote mutual exchanges of information among radio executives of all countries, will be convoked in Paris in February, 1936. This was announced in Berne, Switzerland, last month by M. Maurice Rambert, president of the International Broadcasting Union, the European association of broadcasting services.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

T. A. M. CRAVEN
Consulting Radio Engineer
Allocation Engineering
Commercial Coverage Surveys
Antenna Installations
Complete Engineering Surveys
National Press Building
Washington, D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys. Antenna Design. Wire Line Problems.
National Press Bldg., Wash., D. C.
N. Y. Office: Englewood, N. J.

PAUL GODLEY
and Associates
Radio Engineers
Montclair, N. J.
Phone Montclair 2-7859

EDGAR H. FELIX
1775 BROADWAY
NEW YORK, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes. Allocation and Location Investigations

VAN NOSTRAND RADIO ENGINEERING SERVICE
Specializing in frequency measurement service. Field intensity surveys. COLLINS transmitters and speech equipment. TRUSCON radiators.
339 Leland Ter., N.E., Atlanta, Ga.

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

HOLLIS S. BAIRD
Specializing in
ULTRA-HIGH FREQUENCY, TELEVISION, AND HIGH FIDELITY PROBLEMS
70 BROOKLINE AVENUE
BOSTON, MASS.
Telephone Commonwealth 8512

Plea by Norman Baker For XENT Texas Studio Is Denied by the FCC

INDICATING an attitude in opposition to renegade "border stations" in Mexico established to serve American listeners, the Broadcast Division of the FCC Oct. 22 denied the Universal Advertising Agency, Laredo, Tex., authority to transmit programs across the border to stations in Mexico. In so doing, the FCC sustained recommendations made by Commissioner Thad H. Brown, who held hearings on the application. The order is effective Dec. 3.

* * *

NORMAN BAKER, erstwhile American broadcaster who was silenced several years ago because of alleged medical quackery over his station KTNT, Muscatine, Ia., appeared before the FCC Broadcast Division Oct. 17 to deliver an impassioned plea in support of the application of the Universal Advertising Agency, Laredo, Tex., for authority to transmit programs across the Mexican border to the Baker station, XENT, at Neuvo Laredo.

Presenting oral arguments on behalf of the agency application, Baker contended that the FCC should reverse the recommendations of Commissioner Thad H. Brown, who conducted hearings on the application in San Antonio, and who recommended adversely. The hearing was held pursuant to the requirement in the Communications Act of 1934 that FCC authority must be procured for transmission of programs across the United States' borders.

Baker, who conducts a cancer hospital in connection with his Mexican-licensed station, declared he had always cooperated with the Radio Commission, and twice shifted frequencies voluntarily. He said he operated XENT with technical perfection and should be accorded the privilege of having a remote control studio across the border.

THE *Wall Street Journal* says that September produced the highest cigarette figures in history, estimating the production rate for the four leading brands as follows: Camel, 36,200,000,000; Chesterfield, 35,300,000,000; Lucky Strike, 30,000,000,000; Old Gold, 8,200,000,000; and Philip Morris, 3,600,000,000. All of these leaders are currently advertising over the networks, several also using spot.

Larus Bro. Back on NBC

LARUS & BRO. Co., Richmond, Va. (Edgeworth tobacco), former NBC network sponsor, and owning WRVA, Richmond, will return to an NBC-WEAF network Nov. 16, using the 10:30-11 p. m. period on Saturdays. The basic and Pacific groups will be used. Strickland Gillilan, noted humorist, will be master of ceremonies and the program will originate at WRVA. The contract is understood to be for 52 weeks. Batten, Barton, Durstine & Osborn Inc., New York, has the account.

Chicago College Council Offering 16 Broadcasts

THE University Broadcasting Council, Chicago, recently organized by the University of Chicago, Northwestern University and De Paul University as a cooperative effort to present educational material over the air in the most attractive and effective manner, has already arranged for a regular schedule of one network and 15 local broadcasts a week.

The schedule includes: *The Round Table*, a discussion of current topics by three Chicago faculty members, broadcast for a half-hour Sunday noon over an NBC network; *The Reviewing Stand*, a quarter-hour review of current events by two Northwestern faculty members broadcast Sunday morning over WGN; the *U. of C. Chapel Service*, broadcast for an hour Sunday morning over WGN; a service from the Chicago Theological Seminary each weekday morning for 15 minutes over WIND; *Personal Ideals for Social Living*, a series of talks by Dr. Albert W. Palmer, broadcast Tuesdays through Fridays for a morning half-hour over WJJD; *Illinois Congress of Parents and Teachers*, a half-hour Tuesday afternoon program over WGN; *Illinois League of Women Voters*, a 30-minute Monday morning program over WJJD; and a quarter-hour *Book Talk* by Percy Boynton, U. of C. professor, Sunday evening over WGN.

PROMINENT speakers will join in a memorial tribute to Will Rogers Nov. 2 at 10:30 p. m. over combined CBS and NBC networks, among them being former President Herbert Hoover.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

"Aunt Jemima" Sues

TESS GARDELLA, radio singer and stage star, has filed suit in the New York Supreme Court against NBC, General Foods Corp., and the Log Cabin Products Co. Inc., for $200,000, charging infringement of her right to use the name "Aunt Jemima". She claims she has used this name since 1920 and that since Oct. 2 the defendants have presented a radio character under the name of "Aunt Jemima" who imitates her singing style in the *Log Cabin* show on an NBC-WEAF network, Wednesdays, 10-10:30 p. m.

New Ovaltine Series

WANDER Co., Chicago (Ovaltine), launched a new serial, *Molly of the Movies*, over an MBS network (WOR, WLW, WGN) on Oct. 21. The show is broadcast 3 to 3:15 p. m. Monday through Friday, and contracted for 52 weeks. It is written by Thompson Buchanan, Broadway playwright, and directed by Kirby Hawkes, also of the stage. Agency: Blackett-Sample-Hummert Inc., Chicago. The sponsor also broadcasts *Orphan Annie* on an NBC-WJZ network five evenings weekly.

Promoting WSM to ANA

WSM, Nashville, told its story to advertiser members of the Association of National Advertisers, which met at Atlantic City Oct. 28-30, with a copy of its "Program Release and Open Time Schedule" for the current week. Copies of the promotion piece were mailed to the Ambassador Hotel, where the convention was held, and delivered to advertisers as well as agency and other guests along with their other mail.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Help Wanted

Writers to produce dramatic scripts for syndicate. Half hour shows, mystery, melodrama, humor, needed immediately. Box 400, BROADCASTING.

Situations Wanted

Operator, now employed, first class Radiotelephone Radiotelegraph license, desires employment progressive station. Six years' experience. Location unimportant. Box 404, BROADCASTING.

Manager or commercial manager, presently employed New York City, seeks connection with station in good locality. Proven record. Box 391, BROADCASTING.

Music — Talent

Program Managers, Artists, send for list of new songs — available for broadcasting without payment of copyright fee. Indiana Song Bureau, Salem, Indiana.

For Sale—Equipment

Dual 78 and 33 turntable with separate General Radio input channels and General Radio six channel input mixer mounted on mahogany steel table. Complete details on request. Write or wire Nolan S. Walker, 1207 Dueber Avenue, S. W., Canton, Ohio.

For Sale—Station

100 Watt full time station. Wonderful opportunity for owner to manage. Box 403, BROADCASTING.

THAT Extra POINT...
To a Winning Score
There's more reason for an advertiser to use WGY than shows on a rate card, a survey report, or an NBC Aireas map.
For WGY is an "added punch" station, because it has more than usual local identity. Close association with local activities and achievements as a radio pioneer, have solidly molded a feeling of neighborliness between WGY and the people of the Great Northeast.
In this lies the "added punch" which WGY offers the advertiser. An extra point that brings in a winning sales score.
The potential circulation of WGY is 768,800 radio families according to the new NBC Method of Audience Measurement, by aireas. Copies of the new WGY airea map will be sent to you on request.
WGY
50,000 WATTS
SCHENECTADY

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ · WRC & WMAL · WMAQ & WENR · KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY • PITTSBURGH—KDKA • CLEVELAND—WTAM
DENVER—KOA • PHILADELPHIA • DETROIT